

Children's Environmental Health Centers (CEHCs) Monthly Statistics

Web Log Analysis Monthly Report September 2007

Report Range:09/01/2007 00:00:00 - 09/30/2007 23:59:59



This report was generated by WebTrends(R) Monday November 26, 2007 – 11:25:50 Final report conversion by WebTrends Document Utility, Version 6.1a (build 423)

Table of Contents

Overview Dashboard	1
Marketing Dashboard	3
Ads Served Dashboard	5
Ad Views	7
Ad Clicks	9
Ads Served Click Through Rate	11
Referrers Dashboard	13
Activity by Referring Site	15
Activity by Referring Domain	17
Activity by Referring Page	19
Search Engines Dashboard	21
Activity by Search Engine	23
Activity by Search Phrase	37
Activity by Search Keyword	41
Visitors Dashboard	47
Top Visitors	51
New vs. Return Visits	55
Visitors by Number of Visits	57
Visitors Trend	59
Visits Trend	63
Top Organizations	65
Top Authenticated Usernames	67
Top Domain Names	69
Top-Level Domain Types	71
Geography Dashboard	
Top Regions	75

Table of Contents

Top Countries	77
Top States and Provinces	
Top Cities	81
Pages Dashboard	83
Top Pages	85
Top Content Groups	89
Top Directories	91
Files Dashboard	93
Most Downloaded Files	95
Most Accessed File Types	99
Most Uploaded Files	101
Navigation Dashboard	103
Top Entry Pages	105
Top Entry Files	109
Top Exit Pages	111
Single Access Pages	115
Top Paths Through Site	119
Technical Dashboard	123
Page Views Trend	
Hits Trend	127
Bandwidth: Kbytes Transferred Trend	129
Average Time to Serve Pages	131
Errors Dashboard	
Client Errors	
File Not Found Errors	137
Server Errors	141

Table of Contents

Activity Dashboard	143
Visits by Number of Pages Viewed	145
Visits by Day of the Week	147
Hits by Day of the Week	149
Visits by Hour of the Day	151
Hits by Hour of the Day	153
Visit Duration by Visits	155
Visit Duration by Page Views	157
Browsers and Platforms Dashboard	159
Top Browsers	161
Top Browsers by Version	163
Top Spiders	167
Top Platforms	169
Classow	171

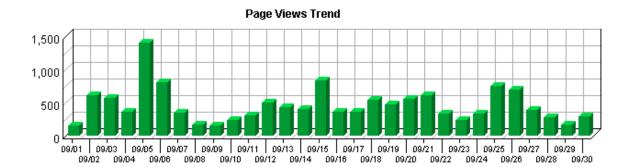
Overview Dashboard

This displays key graphs and tables that provide an overview of the entire report. Click on the title of a graph or table to navigate to the corresponding page.



Visit Summary

Visits	7,430
Average per Day	247
Average Visit Length	00:12:58
Median Visit Length	00:02:56
International Visits	4.68%
Visits of Unknown Origin	61.82%
Visits from Your Country: United States (US)	33.50%



Page View Summary

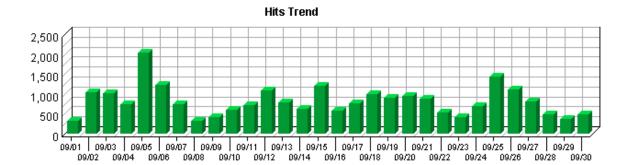
Page Views	13,623
Average per Day	454
Average Page Views per Visit	1.83

Overview Dashboard 1



Visitor Summary

Unique Visitors	4,072
Visitors Who Visited Once	3,426
Visitors Who Visited More Than Once	646
Average Visits per Visitor	1.82



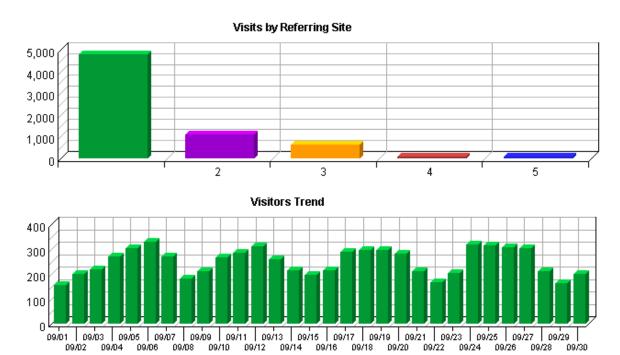
Hit Summary

Successful Hits for Entire Site	24,317
Average Hits per Day	810
Home Page Hits	628

2 Overview Dashboard

Marketing Dashboard

This dashboard summarizes important information related to online marketing activity.



Marketing Dashboard 3

Ads Served Dashboard

This displays key graphs and tables that provide an overview of the Ads Served chapter. Click on the title of a graph or table to navigate to the corresponding page.

Ads Served Dashboard 5

6 Ads Served Dashboard

Ad Views

This report shows how often specific ads were viewed by visitors.

No data for this section in the log data analyzed.

Ad Views - Help Card

Ad Title – Name of the ad being analyzed.

Ad View Visits – Number of visits by visitors who saw the specified ad. A visit is a series of actions that begins when a visitor views their first page from the server, and ends when the visitor leaves the site or remains idle beyond the idle—time limit. The default idle—time limit is thirty minutes. This time limit can be changed by the system administrator. A visitor may see an ad more than once during a visit, but the ad will only be counted once in this table and graph. Contrast this page with the Ad Views page.

Ad Views – Number of times the specified ad was displayed on a page viewed by a visitor.

% – Percentage of visitors who saw the specified ad.

We this information to sell ad space and bill clients.

Ad Views 7

8 Ad Views

Ad Clicks

This report shows how often specific ads were viewed by visitors.

No data for this section in the log data analyzed.

Ad Clicks - Help Card

Ad Title – Name of the ad being analyzed.

Ad Click Visits – Number of visits to your site that resulted in the specified ad being clicked on. A visit is a series of actions that begins when a visitor views their first page from the server, and ends when the visitor leaves the site or remains idle beyond the idle—time limit. The default idle—time limit is thirty minutes. This time limit can be changed by the system administrator.

Ad Clicks – Number of times the ad was clicked on by a visitor.

% – Percentage of times the specified ad was clicked on compared with all ads that were clicked on.

You can track the ongoing effectiveness of specific ads and patterns of potential customers throughout a given period. This can be used to help summarize the click—through rate during a marketing campaign.

Ad Clicks 9

10 Ad Clicks

Ads Served Click Through Rate

This report shows you the effectiveness of the ads on your web site.

No data for this section in the log data analyzed.

Ads Served Click Through Rate - Help Card

? Ad Title – Name of the ad being analyzed.

Ad Clicks – Number of times the ad was clicked on by a visitor.

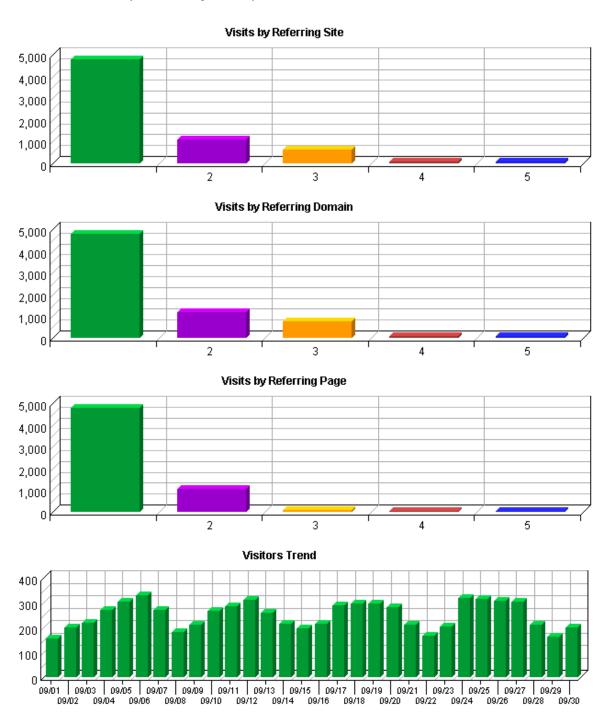
Ad Views – Number of times the specified ad was displayed on a page viewed by a visitor.

Click Thru Rate – Percentage of ads that were clicked on.

 $\mathbf{\hat{q}}$ This report shows you the effectiveness of the ads on your web site.

Referrers Dashboard

The table includes statistics on the total activity for this server during the reporting period. All dates and times refer to the location of the system running the analysis.

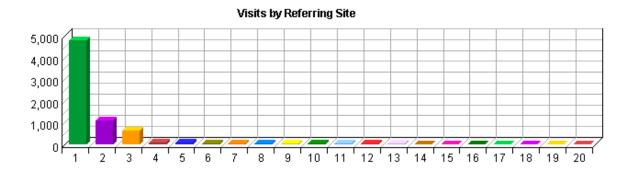


Referrers Dashboard 13

14 Referrers Dashboard

Activity by Referring Site

This report identifies the domain names and IP addresses that refer visitors to your site. This information will be displayed only if your server is logging this information.



Activity by Referring Site

	Site	Visits	%
1.	No Referrer	4,803	64.64%
2.	http://www.google.com/	1,083	14.58%
3.	http://es.epa.gov/	655	8.82%
4.	http://images.google.com/	90	1.21%
5.	http://search.yahoo.com/	72	0.97%
6.	http://www.google.co.uk/	55	0.74%
7.	http://www.google.ca/	51	0.69%
8.	http://nlquery.epa.gov/	49	0.66%
9.	http://aolsearch.aol.com/	35	0.47%
10.	http://www.google.co.in/	30	0.40%
11.	http://www.google.com.au/	28	0.38%
12.	http://search.msn.com/	24	0.32%
13.	http://search.live.com/	22	0.30%
14.	http://www.google.es/	20	0.27%
15.	http://www.epa.gov/	19	0.26%
16.	http://yosemite.epa.gov/	16	0.22%
17.	http://www.google.fr/	14	0.19%
18.	http://cfpub.epa.gov/	13	0.17%
19.	http://www.google.com.my/	12	0.16%
20.	http://www.google.com.mx/	12	0.16%
	Subtotal	7,103	95.60%
	Other	327	4.40%
	Total	7,430	100.00%

Activity by Referring Site - Help Card

Referring Sites – A web site which refers a visitor to your site by linking to it.

Site – Specific referring site being analyzed.

Visits – Number of times the specified site referred visitors to your site.

% – Percentage of referrals that came from the specified site.

No Referrer – Represents direct traffic to the web site as one of the following: 1) the visitor typed the domain name directly into their browser, 2) the visitor bookmarked the site, or 3) the visitor clicked on an email, shortcut, or other direct link.

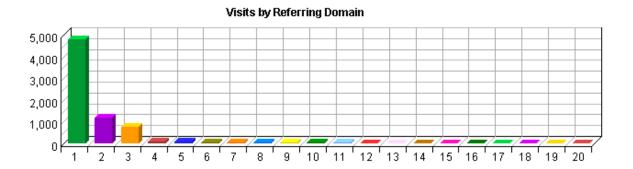
Note: If "No Referrer" is 100% of all your traffic, then you are probably not logging the "referrer" field in your log files. Please see your manual or the WebTrends Knowledgebase to enable extended logging on your web servers.

ያ

You can use this page to determine which sites are referring the most visitors to your site. This can help when considering the most effective ways and places to attract visitors.

Activity by Referring Domain

This report identifies the top-level domains that refer visitors to your site. This information will be displayed only if your server is logging this information.



Activity by Referring Domain

	Domain	Visits	%
1.	No Referrer	4,803	64.64%
2.	google.com	1,175	15.81%
3.	epa.gov	756	10.17%
4.	yahoo.com	80	1.08%
5.	google.co.uk	65	0.87%
6.	google.ca	56	0.75%
7.	aol.com	45	0.61%
8.	google.co.in	37	0.50%
9.	google.com.au	30	0.40%
10.	msn.com	26	0.35%
11.	live.com	22	0.30%
12.	google.es	20	0.27%
13.	google.com.my	14	0.19%
14.	google.fr	14	0.19%
15.	google.com.mx	12	0.16%
16.	google.de	12	0.16%
17.	google.co.th	11	0.15%
18.	google.com.sg	9	0.12%
19.	google.it	9	0.12%
20.	google.com.ph	9	0.12%
	Subtotal	7,205	96.97%
	Other	225	3.03%
	Total	7,430	100.00%

Activity by Referring Domain - Help Card

Referring Domain – A web site which refers a visitor to your site by linking to it.

Domain – Specific referring domain being analyzed.

Visits – Number of times the specified domain referred visitors to your site.

% – Percentage of referrals that came from the specified domain.

No Referrer – Represents direct traffic to the web site as one of the following: 1) the visitor typed the domain name directly into their browser, 2) the visitor bookmarked the site, or 3) the visitor clicked on an email, shortcut, or other direct link.

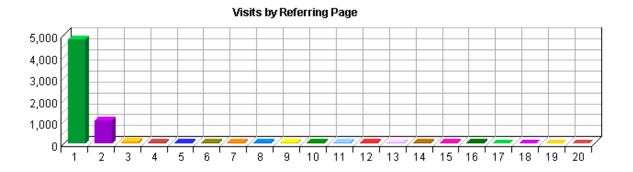
Note: If "No Referrer" is 100% of all your traffic, then you are probably not logging the "referrer" field in your log files. Please see your manual or the WebTrends Knowledgebase to enable extended logging on your web servers.

B

You can use this page to determine which domains are referring the most visitors to your site. This can help when considering the most effective ways and places to attract visitors.

Activity by Referring Page

This report provides the pages from the sites with links to your site. This information will only be displayed if your server is logging the referrer information.



Activity by Referring Page

	Page	Visits	%
1.	No Referrer	4,803	64.64%
2.	http://www.google.com/search	1,059	14.25%
3.	http://images.google.com/ imgres	90	1.21%
4.	http://es.epa.gov/ncer/ childrenscenters/autism.html	56	0.75%
5.	http://www.google.co.uk/ search	54	0.73%
6.	http://www.google.ca/search	51	0.69%
7.	http://es.epa.gov/ncer/ childrenscenters/	51	0.69%
8.	http://nlquery.epa.gov/ epasearch/epasearch	48	0.65%
9.	http://search.yahoo.com/ search	44	0.59%
10.	http://es.epa.gov/ncer/ childrenscenters/pesticides.html	38	0.51%
11.	http://es.epa.gov/ncer/ childrenscenters/davis.html	34	0.46%
12.	http://aolsearch.aol.com/aol/ search	33	0.44%
13.	http://www.google.co.in/ search	30	0.40%
14.	http://www.google.com.au/ search	28	0.38%
15.	http://es.epa.gov/ncer/	27	0.36%
16.	http://es.epa.gov/ncer/ childrenscenters/news_stories/ ucdavis_080807.html	25	0.34%
17.	http://search.msn.com/results.aspx	21	0.28%
18.	http://es.epa.gov/ncer/ childrenscenters/columbia.html	21	0.28%
19.	http://es.epa.gov/ncer/ childrenscenters/usc.html	19	0.26%

20.	http://www.google.es/search	19	0.26%
	Subtotal	6,551	88.17%
	Other	879	11.83%
	Total	7,430	100.00%

Activity by Referring Page – Help Card

5

Pages – Any document, dynamic page, or form. Different types of profiles have different default settings for which file extensions qualify a file as a page. These settings can be changed by the Reporting Center system administrator. Any URL containing a question mark is considered a dynamic page.

Visits – Number of visitors referred from the specified URL.

% – Percentage of referred visitors who came from the specified site.

No Referrer – Represents direct traffic to the web site as one of the following: 1) the visitor typed the domain name directly into their browser, 2) the visitor bookmarked the site, or 3) the visitor clicked on an email, shortcut, or other direct link.

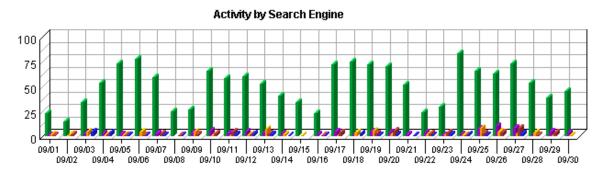
Note: If "No Referrer" is 100% of all your traffic, then you are probably not logging the "referrer" field in your log files. Please see your manual or the WebTrends Knowledgebase to enable extended logging on your web servers.

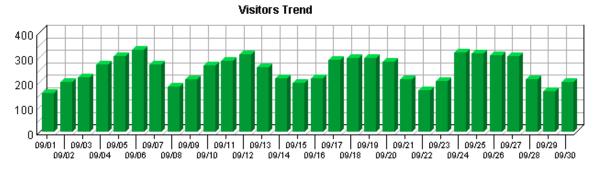


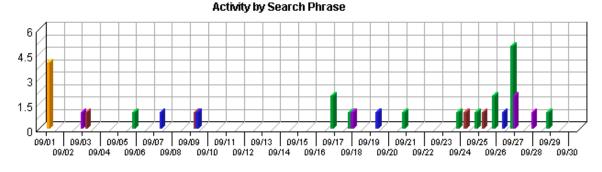
You can use this information to determine the sites that provide the most referrals to your site. This can help when considering the most effective ways to attract visitors.

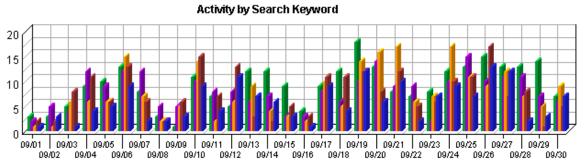
Search Engines Dashboard

This dashboard summarizes important information related to specific search engines.







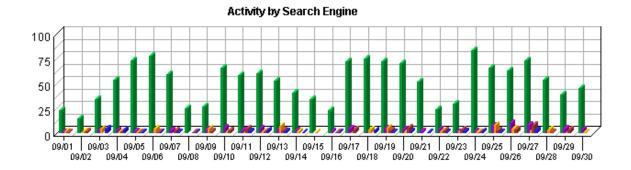


Activity by Search Engine

The first table identifies which search engines referred visitors to your site most often, the number of referrals, and its percentage of the total.

The second table identifies the most popular search phrases for each search engine.

The third table identifies the most popular keywords for each search engine.



Activity by Search Engine

	Engines	Referrals	%
1.	google	1,541	79.07%
2.	yahoo	101	5.18%
3.	google uk	74	3.80%
4.	google canada	68	3.49%
5.	google australia	38	1.95%
6.	aol netfind	37	1.90%
7.	msn	32	1.64%
8.	google france	17	0.87%
9.	google germany	12	0.62%
10.	google italy	10	0.51%
11.	google japan	8	0.41%
12.	yahoo spain	3	0.15%
13.	google austria	2	0.10%
14.	altavista	2	0.10%
15.	yahoo uk &ireland	2	0.10%
16.	yahoo taiwan	1	0.05%
17.	yahoo mexico	1	0.05%
	Total	1,949	100.00%

Activity by Search Engines with Search Phrases Detail

1. google	Engines	Phrases	Referrals	%
sceddbo diagram of adhd 3 0.15% diagram of adhd 3 0.15% home lead sampling test kit roda 3 0.15% epa children's health center 3 0.15% team work 3 0.15% pesticides children's environmental health research centers 3 0.15% freeway pollution baby 3 0.15% southwest facts 3 0.15% chemical mixtures 3 0.15% dr. tang columbia center for children's environmental health 3 0.15% increased influence of genetic variation on paraoxonase gene 3 0.15% environmental health risks in the community 3 0.15% organophosphate toxicity ppt 3 0.15% pictures of children with autism 3 0.15% children's environmental health workshop oct 10–13 3 0.15% bruce lamphear md 3 0.15% meconium hearing loss 3 0.15% bill moyers kids and chemicals 3 0.15% children's residential center california 2 0.10% project on animal models for asthma based on oxidative stress 2 0.10% children exposed to substances in utero 2 0.10% environmental pollution serum measure 1 0.05% environmental health, infection, harvard 1 0.05% environmental health, infection, harvard 1 0.05% environmental health, infection, harvard 1 0.05% environmental effects of pesticides 1 0.05% mansour trends in neuroscience 1 0.05% children's environmental health centers jointly funded nichs epa 1 0.05%	1. google	pesticides	9	0.46%
diagram of adhd 3 0.15% home lead sampling test kit roda 3 0.15% epa children's health center 3 0.15% team work 3 0.15% pesticides children's environmental health research centers 3 0.15% freeway pollution baby 3 0.15% southwest facts 3 0.15% dr. tang columbia center for children's environmental health 3 0.15% dr. tang columbia center for children's environmental health 3 0.15% dr. tang columbia center for children's environmental health 3 0.15% dr. tang columbia center for children's environmental health 3 0.15% dr. tang columbia center for children's environmental health 3 0.15% environmental health risks in the community 3 0.15% organophosphate toxicity ppt 3 0.15% children's environmental health workshop oct 10–13 3 0.15% children's environmental health workshop oct 10–13 3 0.15% bruce lamphear md 3 0.15% bruce lamphear md 3 0.15% meconium hearing loss 3 0.15% bill moyers kids and chemicals 3 0.15% bill moyers kids and chemicals 3 0.15% children's environmental learning center california 2 0.10% environmental learning center california 2 0.10% environmental learning center california 2 0.10% children exposed to substances in utero 2 0.10% environmental pollution serum measure 1 0.05% environmental effects on children growth 1 0.05% environmental effects of pesticides 1 0.05% mansour trends in neuroscience 1 0.05% mansour trends in neuroscience 1 0.05% children's environmental health centers jointly funded niehs epa 1 0.05%		duke university logo	4	0.21%
home lead sampling test kit roda 2 0.15%		sceddbo	3	0.15%
epa children's health center team work 3 0.15%		diagram of adhd	3	0.15%
team work pesticides children's environmental health research centers freeway pollution baby southwest facts chemical mixtures dr. tang columbia center for children's environmental health increased influence of genetic variation on paraoxonase gene expression in neonates environmental health risks in the community organophosphate toxicity ppt pictures of children with autism children's environmental health workshop oct 10–13 bruce lamphear md meconium hearing loss bill moyers kids and chemicals bill moyers kids and chemicals 2. yahoo health education for children environmental learning center california project on animal models for asthma based on oxidative stress children exposed to substances in utero environmental pollution serum measure environmental effects on children growth environmental effects of pesticides mansour trends in neuroscience children's environmental health, infection, harvard environmental effects of pesticides mansour trends in neuroscience children's environmental health centers jointly funded niehs epa 3 0.15% 3 0.15% 3 0.15% 6 0.15% 6 0.10% 6 0.10% 6 0.10% 6 0.10% 6 0.10% 6 0.10% 6 0.10% 6 0.10% 6 0.10% 6 0.05% 6		home lead sampling test kit roda	3	0.15%
pesticides children's environmental health research centers freeway pollution baby southwest facts chemical mixtures dr. tang columbia center for children's environmental health increased influence of genetic variation on paraoxonase gene expression in neonates environmental health risks in the community organophosphate toxicity ppt pictures of children with autism children's environmental health workshop oct 10–13 bruce lanphear md meconium hearing loss bill moyers kids and chemicals 2. yahoo health education for children environmental learning center california project on animal models for asthma based on oxidative stress children exposed to substances in utero environmental pollution serum measure environmental effects on children growth environmental effects of pesticides mansour trends in neuroscience children's environmental health, infection, harvard environmental effects of pesticides mansour trends in neuroscience children's environmental health centers jointly funded niehs epa 3 0.15% 3 0.15%		epa children's health center	3	0.15%
freeway pollution baby southwest facts chemical mixtures dr. tang columbia center for children's environmental health increased influence of genetic variation on paraoxonase gene expression in neonates environmental health risks in the community organophosphate toxicity ppt pictures of children with autism children's environmental health workshop oct 10–13 bruce lanphear md meconium hearing loss bill moyers kids and chemicals 2. yahoo health education for children environmental learning center california project on animal models for asthma based on oxidative stress childrens residential center illinois research study on child development in relation to socioeconomic status children exposed to substances in utero environmental effects on children growth environmental leafts of pesticides mansour trends in neuroscience children's environmental health centers jointly funded niehs epa 1 0.05% mansour trends in neuroscience children's environmental health centers jointly funded niehs epa 2 0.10%		team work	3	0.15%
southwest facts chemical mixtures dr. tang columbia center for children's environmental health increased influence of genetic variation on paraoxonase gene expression in neonates environmental health risks in the community organophosphate toxicity ppt pictures of children with autism children's environmental health workshop oct 10–13 bruce lanphear md meconium hearing loss bill moyers kids and chemicals 2. yahoo health education for children environmental learning center california project on animal models for asthma based on oxidative stress children's residential center illinois research study on child development in relation to socioeconomic status children exposed to substances in utero environmental pollution serum measure environmental health, infection, harvard environmental effects of pesticides mansour trends in neuroscience children's environmental health centers jointly funded niehs epa 3 0.15% 3 0.15% 3 0.15% 2 0.10% 3 0.15% 3 0.15% 3 0.15% 3 0.15% 3 0.15% 4 0.10% 4 0.1		pesticides children's environmental health research centers	3	0.15%
chemical mixtures dr. tang columbia center for children's environmental health increased influence of genetic variation on paraoxonase gene expression in neonates environmental health risks in the community organophosphate toxicity ppt pictures of children with autism children's environmental health workshop oct 10–13 bruce lanphear md meconium hearing loss bill moyers kids and chemicals 2. yahoo health education for children environmental learning center california project on animal models for asthma based on oxidative stress childrens residential center illinois research study on child development in relation to socioeconomic status children exposed to substances in utero environmental pollution serum measure environmental effects on children growth environmental health, infection, harvard environmental effects of pesticides mansour trends in neuroscience children's environmental health centers jointly funded niehs epa 3 0.15% 3 0.15% 3 0.15% 2 0.10% 6 0.1		freeway pollution baby	3	0.15%
dr. tang columbia center for children's environmental health increased influence of genetic variation on paraoxonase gene expression in neonates environmental health risks in the community 3 0.15% organophosphate toxicity ppt 3 0.15% pictures of children with autism 3 0.15% children's environmental health workshop oct 10–13 3 0.15% bruce lanphear md 3 0.15% meconium hearing loss 5 bill moyers kids and chemicals 3 0.15% bill moyers kids and chemicals 3 0.15% project on animal models for asthma based on oxidative stress 2 0.10% childrens residential center illinois 2 0.10% research study on child development in relation to socioeconomic status children exposed to substances in utero 2 0.10% environmental effects on children growth 1 0.05% environmental health, infection, harvard 1 0.05% mansour trends in neuroscience 1 0.05% children's environmental effects of pesticides 1 0.05% mansour trends in neuroscience 1 0.05% children's environmental health centers jointly funded niehs epa 1 0.05%		southwest facts	3	0.15%
increased influence of genetic variation on paraoxonase gene expression in neonates environmental health risks in the community organophosphate toxicity ppt pictures of children with autism children's environmental health workshop oct 10–13 3 0.15% bruce lanphear md 3 0.15% meconium hearing loss bill moyers kids and chemicals 3 0.15% bruce lanphear md cenvironmental learning center california project on animal models for asthma based on oxidative stress childrens residential center illinois research study on child development in relation to socioeconomic status children exposed to substances in utero environmental pollution serum measure environmental effects on children growth environmental effects on children growth environmental effects on freeting project on project on children growth environmental effects on freeting project on project on project on children growth environmental effects on freeting project on project on project on children growth environmental effects on children growth environmental		chemical mixtures	3	0.15%
expression in neonates environmental health risks in the community organophosphate toxicity ppt pictures of children with autism children's environmental health workshop oct 10–13 3 0.15% bruce lanphear md 3 0.15% meconium hearing loss bill moyers kids and chemicals 3 0.15% bill moyers kids and chemicals 3 0.15% bill mojers kids and chemicals 3 0.15% project on animal models for asthma based on oxidative stress childrens residential center illinois research study on child development in relation to socioeconomic status children exposed to substances in utero environmental pollution serum measure environmental effects on children growth environmental fefects of pesticides environmental effects of pesticides mansour trends in neuroscience children's environmental health centers jointly funded niehs epa 1 0.05% children's environmental health centers jointly funded niehs epa		dr. tang columbia center for children's environmental health	3	0.15%
organophosphate toxicity ppt pictures of children with autism children's environmental health workshop oct 10–13 3 0.15% bruce lanphear md meconium hearing loss bill moyers kids and chemicals 3 0.15% bill moyers kids and chemicals 3 0.15% bill moyers kids and chemicals 3 0.15% bill moyers kids and chemicals 2 0.10% environmental learning center california project on animal models for asthma based on oxidative stress childrens residential center illinois research study on child development in relation to socioeconomic status children exposed to substances in utero environmental pollution serum measure environmental effects on children growth environmental health, infection, harvard environmental effects of pesticides mansour trends in neuroscience children's environmental health centers jointly funded niehs epa 1 0.05% children's environmental health centers jointly funded niehs epa			3	0.15%
pictures of children with autism children's environmental health workshop oct 10–13 3 0.15% bruce lanphear md 3 0.15% meconium hearing loss bill moyers kids and chemicals 3 0.15% bill moyers kids and chemicals 3 0.15% bill moyers kids and chemicals 2 0.10% environmental learning center california project on animal models for asthma based on oxidative stress childrens residential center illinois research study on child development in relation to socioeconomic status children exposed to substances in utero environmental pollution serum measure environmental effects on children growth environmental health, infection, harvard environmental effects of pesticides mansour trends in neuroscience children's environmental health centers jointly funded niehs epa 1 0.05% children's environmental health centers jointly funded niehs epa		environmental health risks in the community	3	0.15%
children's environmental health workshop oct 10–13 bruce lanphear md a 0.15% meconium hearing loss bill moyers kids and chemicals 2. yahoo health education for children environmental learning center california project on animal models for asthma based on oxidative stress childrens residential center illinois research study on child development in relation to socioeconomic status children exposed to substances in utero environmental pollution serum measure environmental effects on children growth environmental health, infection, harvard environmental effects of pesticides mansour trends in neuroscience children's environmental health centers jointly funded niehs epa 1 0.05% children's environmental health centers jointly funded niehs epa		organophosphate toxicity ppt	3	0.15%
bruce lanphear md meconium hearing loss bill moyers kids and chemicals 2. yahoo health education for children environmental learning center california project on animal models for asthma based on oxidative stress childrens residential center illinois research study on child development in relation to socioeconomic status children exposed to substances in utero environmental pollution serum measure environmental effects on children growth environmental health, infection, harvard environmental effects of pesticides mansour trends in neuroscience children's environmental health centers jointly funded niehs epa 3 0.15% 3 0.15% 2 0.10% 2 0.1		pictures of children with autism	3	0.15%
meconium hearing loss bill moyers kids and chemicals 2. yahoo health education for children environmental learning center california project on animal models for asthma based on oxidative stress childrens residential center illinois 2 0.10% research study on child development in relation to socioeconomic status children exposed to substances in utero 2 0.10% environmental pollution serum measure 1 0.05% environmental effects on children growth 1 0.05% environmental health, infection, harvard 1 0.05% environmental effects of pesticides 1 0.05% mansour trends in neuroscience 1 0.05% children's environmental health centers jointly funded niehs epa 1 0.05%		children's environmental health workshop oct 10-13	3	0.15%
bill moyers kids and chemicals 2. yahoo health education for children environmental learning center california project on animal models for asthma based on oxidative stress childrens residential center illinois 2 0.10% research study on child development in relation to socioeconomic status children exposed to substances in utero 2 0.10% environmental pollution serum measure 1 0.05% environmental effects on children growth 1 0.05% environmental health, infection, harvard 1 0.05% environmental effects of pesticides 1 0.05% mansour trends in neuroscience 1 0.05% children's environmental health centers jointly funded niehs epa 1 0.05%		bruce lanphear md	3	0.15%
2. yahoo health education for children environmental learning center california 2 0.10% project on animal models for asthma based on oxidative stress 2 0.10% childrens residential center illinois 2 0.10% research study on child development in relation to socioeconomic status 2 0.10% environmental pollution serum measure 1 0.05% environmental effects on children growth 1 0.05% environmental health, infection, harvard 1 0.05% environmental effects of pesticides 1 0.05% mansour trends in neuroscience 1 0.05% children's environmental health centers jointly funded niehs epa 1 0.05%		meconium hearing loss	3	0.15%
environmental learning center california project on animal models for asthma based on oxidative stress childrens residential center illinois research study on child development in relation to socioeconomic status children exposed to substances in utero environmental pollution serum measure environmental effects on children growth environmental health, infection, harvard environmental effects of pesticides mansour trends in neuroscience children's environmental health centers jointly funded niehs epa 2 0.10% 2 0.10% 1 0.05% 1 0.05% 1 0.05% 1 0.05%		bill moyers kids and chemicals	3	0.15%
project on animal models for asthma based on oxidative stress childrens residential center illinois research study on child development in relation to socioeconomic status children exposed to substances in utero environmental pollution serum measure environmental effects on children growth environmental health, infection, harvard environmental effects of pesticides mansour trends in neuroscience children's environmental health centers jointly funded niehs epa 2 0.10% 2 0.10% 2 0.10% 1 0.05% 1 0.05% 1 0.05%	2. yahoo	health education for children	2	0.10%
childrens residential center illinois research study on child development in relation to socioeconomic status children exposed to substances in utero environmental pollution serum measure environmental effects on children growth environmental health, infection, harvard environmental effects of pesticides environmental effects of pesticides mansour trends in neuroscience children's environmental health centers jointly funded niehs epa 2 0.10% 2 0.10% 1 0.05% 1 0.05% 1 0.05%		environmental learning center california	2	0.10%
research study on child development in relation to socioeconomic status children exposed to substances in utero environmental pollution serum measure environmental effects on children growth environmental health, infection, harvard environmental effects of pesticides environmental effects of pesticides mansour trends in neuroscience children's environmental health centers jointly funded niehs epa 2 0.10% 2 0.10% 1 0.05% 1 0.05% 1 0.05%		project on animal models for asthma based on oxidative stress	2	0.10%
status children exposed to substances in utero environmental pollution serum measure environmental effects on children growth environmental health, infection, harvard environmental effects of pesticides environmental effects of pesticides mansour trends in neuroscience children's environmental health centers jointly funded niehs epa 1 0.05%		childrens residential center illinois	2	0.10%
environmental pollution serum measure 1 0.05% environmental effects on children growth 1 0.05% environmental health, infection, harvard 1 0.05% environmental effects of pesticides 1 0.05% mansour trends in neuroscience 1 0.05% children's environmental health centers jointly funded niehs epa 1 0.05%			2	0.10%
environmental effects on children growth environmental health, infection, harvard environmental effects of pesticides environmental effects of pesticides mansour trends in neuroscience thildren's environmental health centers jointly funded niehs epa 1 0.05%		children exposed to substances in utero	2	0.10%
environmental health, infection, harvard 1 0.05% environmental effects of pesticides 1 0.05% mansour trends in neuroscience 1 0.05% children's environmental health centers jointly funded niehs epa 1 0.05%		environmental pollution serum measure	1	0.05%
environmental effects of pesticides 1 0.05% mansour trends in neuroscience 1 0.05% children's environmental health centers jointly funded niehs epa 1 0.05%		environmental effects on children growth	1	0.05%
mansour trends in neuroscience 1 0.05% children's environmental health centers jointly funded niehs epa 1 0.05%		environmental health, infection, harvard	1	0.05%
children's environmental health centers jointly funded niehs epa 1 0.05%		environmental effects of pesticides	1	0.05%
v v		mansour trends in neuroscience	1	0.05%
indoor experiments for children		children's environmental health centers jointly funded niehs epa	1	0.05%
muoor experiments for children 1 0.05%		indoor experiments for children	1	0.05%
additional information for environmental education 1 0.05%		additional information for environmental education	1	0.05%
cost of children's centers 1 0.05%		cost of children's centers	1	0.05%
factors that affect autism 1 0.05%		factors that affect autism	1	0.05%
thimerosal on brain mercury levels and behavior in mice berman 1 0.05%		thimerosal on brain mercury levels and behavior in mice berman	1	0.05%
free download videos/adhd in young children 1 0.05%		free download videos/adhd in young children	1	0.05%

	case study on primary complex in children	1 0.05%
	development of social behavior of children	1 0.05%
3. google	pollution film download	3 0.15%
uk	neonatal diagram	2 0.10%
	health	2 0.10%
	pesticides and human health film download	2 0.10%
	team work	2 0.10%
	the effect of children growth and development through there parents who smoke	2 0.10%
	jassy molitor	1 0.05%
	definition of asthma in epidemiological study in children	1 0.05%
	hay fever human experiments exposure to grass pollen reactions sneezing	1 0.05%
	how are health centres funded	1 0.05%
	households contaminated by environmental tobacco smoke: sources of infant exposures	1 0.05%
	factors that may affect children's development	1 0.05%
	study table for kids	1 0.05%
	teamwork with an children environment	1 0.05%
	casoline based paint risk	1 0.05%
	factors that can affect individuals growth and development	1 0.05%
	research project topics children	1 0.05%
	biographies for children	1 0.05%
	fev1 fvc ratio in children	1 0.05%
	butts	1 0.05%
4. google	pesticides	4 0.21%
canada	bill moyer epa	2 0.10%
	percent of children smoking before they enter high school	2 0.10%
	speedvac concentrators in environmental applications	2 0.10%
	bruckner fisher epa grant	2 0.10%
	lead environmental effects video	1 0.05%
	irr in asthma treatment	1 0.05%
	pbdes health risk university study	1 0.05%
	diesel allergy	1 0.05%
	epa autism	1 0.05%
	ragweed treatment for children	1 0.05%
	research questions on children	1 0.05%
	e. avol	1 0.05%
	epa during pregnancy	1 0.05%
	seizure disorder in children kumar	1 0.05%
	documentary pesticides mexican towns children	1 0.05%
	dvonch 2004	1 0.05%

	strategies to put dynamic factor into action	1	0.05%
	journal health children	1	0.05%
	picture of lead in child mouth	1	0.05%
5. google australia	mode of delivery is assocaited with asthma and allergy occurrences in children	2	0.10%
	is whiting safe to eat during pregnancy	1	0.05%
	genotyping tlr2 deficient mice pcr primer sequences	1	0.05%
	toxic metals children's experiment	1	0.05%
	asthma clips	1	0.05%
	air monitoring smoking	1	0.05%
	preventing asthma	1	0.05%
	pesticides and children	1	0.05%
	asthma actions of mechanism	1	0.05%
	journal of respiratory medicine asthma and home environment	1	0.05%
	aromatic compounds urine autism	1	0.05%
	children asthma basic information	1	0.05%
	impact of pestisides for children	1	0.05%
	negative impact pesticide children	1	0.05%
	kids definition of pollution	1	0.05%
	prenatal causes of autism	1	0.05%
	athsma introduction	1	0.05%
	how to minimize risks of hazards in child center	1	0.05%
	does the child's environment effect the child's growth within the home	1	0.05%
	usepa 1995a	1	0.05%
6. aol	older parents giving birth to autistic children	2	0.10%
netfind	autism and air pollution	2	0.10%
	caffeine effects on autism children	1	0.05%
	what is the repair to own program in detroit, michigan	1	0.05%
	millstein and fdr	1	0.05%
	311 bronx ayuda vivienda	1	0.05%
	state of michigan complaints on rental property	1	0.05%
	united housing coalition	1	0.05%
	picher chaild brain	1	0.05%
	pdf asthma trigger checklist	1	0.05%
	effects of chlorine bleach on children	1	0.05%
	door rubbing	1	0.05%
	autism prevention in eutero	1	0.05%
	children and roaches	1	0.05%
	purple fishing line	1	0.05%
	children's adhd in cincinnati ohio	1	0.05%
	united community housing coalition detroit	1	0.05%
	roach mice	1	0.05%

			0.0=
	pesticides		0.05%
_	agua florida rituals		0.05%
7. msn	www.actionagainstasthma.com		0.15%
	second hand smoke asthma	2	0.10%
	perinatal environmental causes autism		0.10%
	epa pcb	2	0.10%
	davis developmental center	1	0.05%
	children environmental education	1	0.05%
	epa asthma video	1	0.05%
	environmental causes of autism	1	0.05%
	rsv iowa	1	0.05%
	research questions children	1	0.05%
	environmental dentistry california'	1	0.05%
	cytokine production response particulate matter blood	1	0.05%
	prenatal exposure to pesticides effects	1	0.05%
	define children's learning	1	0.05%
	merchant ja stromquist am kelly km zwerling reynolds sj burmeister lf 2002	1	0.05%
	postnatal environmental causes autism	1	0.05%
	epa health risk fine particulates	1	0.05%
	are word searches beneficial to children	1	0.05%
	dr. richard seegal	1	0.05%
	ucla and cbpr	1	0.05%
8. google	coloring filetype:pdf	4	0.21%
france	mothers and newborns study	3	0.15%
	yuck sign	1	0.05%
	sample collection, processing and storage. iarc sci publ. 1997	1	0.05%
	university of california davis sabatier	1	0.05%
	us epa dde	1	0.05%
	kahn, r, khoury, j, nichols, w, lanphear, b. role of dopamine transporter genotype and maternal prenatal smoking in childhood hyperactive—impulsive, inattentive, and oppositional behaviors. journal of pediatrics, 2003,	1	0.05%
	fenton heirtzler	1	0.05%
	desagues impedir cucarachas	1	0.05%
	schaider	1	0.05%
	milk intake during childhood and adolescence	1	0.05%
	us epa manager email	1	0.05%
9. google	map california davis	1	0.05%
germany	endotoxin asthma cells	1	0.05%
	children tobacco green health 2003	1	0.05%
	columbia transcript	1	0.05%
	harvard childrens core	1	0.05%
		-	

	outdoor pm2.5 diesel powerpoint respiratory cardiovascular cancer	1	0.05%
	tlr9 primer to span introns	1	
	spiteri ma alveolar macrophages, bronchial asthma filetype:pdf	1	0.05%
	epidemiology isee 2007	1	
	journal children health	1	
	higher studies in dentistry public health in new jersey	1	
	detp, dmdtp	1	
10.	lg costa fish consumption risk benefit	1	
google italy	pm10 inflammation cell project	1	
	allerg* oxidative stress clinical	1	
	air sampling videos	1	
	array lung disease neurological effect	1	
	atopy glutathione	1	
	children phenotype asthma	1	
	emulsion pcr	1	
	pesticide application spraying	1	
	chemical mehg interaction with pcb	1	
11.	cininnati childrenshospital	1	
google	study of air pollution in sports facilities	1	0.05%
japan	site:epa.gov diacetyl	1	
	gst-p1	1	0.05%
	nitrogen dioxide, sports, environment research	1	0.05%
	maternal cigarette smoking during pregnancy	1	0.05%
	quality indicater johns hopkins	1	0.05%
	srm freezer figure	1	0.05%
12. yahoo	children from 2– years old characteristics in the social area	1	0.05%
spain	environmental sensitization	1	0.05%
	imagenes de pulmones respirando	1	0.05%
13.	mechanisms of allergy	1	0.05%
google austria	gvhd children	1	0.05%
14.	autism	1	0.05%
altavista	environmental risk factors for attention-deficit hyperactivity disorder. pdf	1	0.05%
15. yahoo uk &ireland	wy children develop differently	1	0.05%
	neuronal migration disorder in children	1	0.05%
16. yahoo taiwan	isee mexico	1	0.05%
17. yahoo mexico	ratas de drenage	1	0.05%

Activity by Search Engines with Keywords Detail

ngines	Keywords	Referrals	9,
1. google	health	196	10.069
	children	191	9.809
	in	181	9.299
	of	171	8.779
	environmental	132	6.779
	for	116	5.959
	autism	100	5.139
	asthma	95	4.879
	research	95	4.879
	center	85	4.369
	children's	82	4.219
	on	78	4.009
	the	78	4.009
	epa	69	3.549
	to	67	3.44
	kids	51	2.62
	lead	50	2.579
	environment	47	2.41
	pesticides	44	2.26
	university	42	2.15
2. yahoo	children	31	1.599
	in	21	1.08
	environmental	20	1.03
	for	16	0.82
	of	15	0.77
	on	14	0.72
	center	12	0.62
	to	11	0.56
	development	11	0.56
	children's	11	0.56
	asthma	10	0.51
	factors	10	0.519
	health	10	0.519
	with	7	0.36
	centers	7	0.36
	the	6	0.319
	that	5	0.26
	california	5	0.269
	affect	5	0.269

	study	5	0.26%
3. google uk	children	15	0.77%
	health	9	0.46%
	of	9	0.46%
	in	9	0.46%
	pollution	8	0.41%
	development	8	0.41%
	for	7	0.36%
	the	7	0.36%
	growth	6	0.31%
	asthma	6	0.31%
	air	5	0.26%
	environmental	5	0.26%
	film	5	0.26%
	download	5	0.26%
	to	5	0.26%
	with	4	0.21%
	pesticides	4	0.21%
	on	4	0.21%
	children's	4	0.21%
	factors	4	0.21%
4. google canada	in	11	0.56%
	children	11	0.56%
	health	10	0.51%
	epa	7	0.36%
	autism	7	0.36%
	pesticides	7	0.36%
	environmental	7	0.36%
	for	6	0.31%
	of	6	0.31%
	research	5	0.26%
	lead	4	0.21%
	university	4	0.21%
	children's	4	0.21%
	kids	3	0.15%
	to	3	0.15%
	effects	3	0.15%
	on	3	0.15%
	before	3	0.15%
	questions	2	0.10%
	pesticide	2	0.10%
5. google australia	of	13	0.67%

	asthma	10	0.51%
	children	9	0.46%
	the	5	0.26%
	autism	4	0.21%
	in	4	0.21%
	is	4	0.21%
	on	3	0.15%
	occurrences	3	0.15%
	mode	3	0.15%
	with	3	0.15%
	delivery	3	0.15%
	allergy	3	0.15%
	to	3	0.15%
	pesticides	3	0.15%
	metals	2	0.10%
	pregnancy	2	0.10%
	for	2	0.10%
	kids	2	0.10%
	environment	2	0.10%
6. aol netfind	children	8	0.41%
	in	6	0.31%
	of	5	0.26%
	autism	4	0.21%
	health	4	0.21%
	asthma	4	0.21%
	autistic	3	0.15%
	on	3	0.15%
	to	3	0.15%
	coalition	3	0.15%
	brain	2	0.10%
	community	2	0.10%
	city	2	0.10%
	program	2	0.10%
	rental	2	0.10%
	older	2	0.10%
	what	2	0.10%
	effects	2	0.10%
	birth	2	0.10%
	pollution	2	0.10%
7. msn	environmental	8	0.41%
	children	5	0.26%
	autism	5	0.26%

	asthma	4	0.21%
	epa	4	0.21%
	of	4	0.21%
	causes	4	0.21%
	to	3	0.15%
	www.actionagainstasthma.com	3	0.15%
	research	3	0.15%
	hand	2	0.10%
	smoke	2	0.10%
	second	2	0.10%
	perinatal	2	0.10%
	growth	2	0.10%
	pcb	2	0.10%
	children's	2	0.10%
	iowa	2	0.10%
	cytokine	1	0.05%
	define	1	0.05%
8. google france	coloring	4	0.21%
	filetype:pdf	4	0.21%
	mothers	3	0.15%
	newborns	3	0.15%
	of	3	0.15%
	study	3	0.15%
	epa	2	0.10%
	us	2	0.10%
	childhood	2	0.10%
	storage.	1	0.05%
	journal	1	0.05%
	pediatrics,	1	0.05%
	fenton	1	0.05%
	kahn,	1	0.05%
	desagues	1	0.05%
	yuck	1	0.05%
	maternal	1	0.05%
	genotype	1	0.05%
	oppositional	1	0.05%
	transporter	1	0.05%
9. google germany	health	3	0.15%
	children	2	0.10%
	in	2	0.10%
	asthma	2	0.10%
	respiratory	1	0.05%

	tobacco	1	0.05%
	studies	1	0.05%
	core	1	0.05%
	map	1	0.05%
	epidemiology	1	0.05%
	california	1	0.05%
	primer	1	0.05%
	ma	1	0.05%
	journal	1	0.05%
	childrens	1	0.05%
	cells	1	0.05%
	filetype:pdf	1	0.05%
	columbia	1	0.05%
	higher	1	0.05%
	new	1	0.05%
10. google italy	oxidative	1	0.05%
	benefit	1	0.05%
	cell	1	0.05%
	stress	1	0.05%
	with	1	0.05%
	glutathione	1	0.05%
	effect	1	0.05%
	spraying	1	0.05%
	costa	1	0.05%
	lung	1	0.05%
	neurological	1	0.05%
	air	1	0.05%
	sampling	1	0.05%
	pcr	1	0.05%
	consumption	1	0.05%
	application	1	0.05%
	emulsion	1	0.05%
	mehg	1	0.05%
	fish	1	0.05%
	clinical	1	0.05%
11. google japan	facilities	1	0.05%
	research	1	0.05%
	site:epa.gov	1	0.05%
	cininnati	1	0.05%
	sports,	1	0.05%
	hopkins	1	0.05%
	environment	1	0.05%

	nitrogen	1	0.05%
	study	1	0.05%
	figure	1	0.05%
	cigarette	1	0.05%
	johns	1	0.05%
	freezer	1	0.05%
	gst-p1	1	0.05%
	childrenshospital	1	0.05%
	air	1	0.05%
	maternal	1	0.05%
	during	1	0.05%
	in	1	0.05%
	smoking	1	0.05%
12. yahoo spain	pulmones	1	0.05%
	respirando	1	0.05%
	sensitization	1	0.05%
	from	1	0.05%
	de	1	0.05%
	2–	1	0.05%
	years	1	0.05%
	old	1	0.05%
	characteristics	1	0.05%
	in	1	0.05%
	area	1	0.05%
	the	1	0.05%
	social	1	0.05%
	children	1	0.05%
	environmental	1	0.05%
	imagenes	1	0.05%
13. google austria	mechanisms	1	0.05%
	allergy	1	0.05%
	children	1	0.05%
	of	1	0.05%
	gvhd	1	0.05%
14. altavista	pdf	1	0.05%
	risk	1	0.05%
	hyperactivity	1	0.05%
	attention-deficit	1	0.05%
	for	1	0.05%
	autism	1	0.05%
	disorder.	1	0.05%
	factors	1	0.05%

	environmental	1	0.05%
15. yahoo uk &ireland	children	2	0.10%
	migration	1	0.05%
	in	1	0.05%
	develop	1	0.05%
	differently	1	0.05%
	disorder	1	0.05%
	wy	1	0.05%
	neuronal	1	0.05%
16. yahoo taiwan	mexico	1	0.05%
	isee	1	0.05%
17. yahoo mexico	drenage	1	0.05%
	de	1	0.05%
	ratas	1	0.05%

Activity by Search Engine – Help Card

? Top Search Engines Table

Engines – Specific search engine being analyzed.

Referrers – Number of visitors referred to your site from the specified search engine.

% – Percentage of visitors referred from search engines who were referred by the search engine specified.

Top Search Engines with Search Phrases Detail Table

Engines – Specific search engine being analyzed in conjunction with the phrase in the adjacent column.

Phrases – The search phrases being analyzed in conjunction with the search engine in the adjacent column. A search phrase is the entire search string entered by a visitor, which can include one or more individual keywords.

Referrers – Number of visitors referred to your site from the specified search engine who used the specified phrase in their search.

% – Percentage of visitors referred from search engines who used the specified search engine and phrase.

Top Search Engines with Keywords Detail Table

Engines – Specific search engine being analyzed in conjunction with the keyword in the adjacent column.

Keywords – The search keywords being analyzed in conjunction with the search engine in the adjacent column.

Referrals – Number of visitors referred to your site from the specified search engine who used the specified keywords in their search.

% – Percentage of visitors referred from search engines who used the specified search engine and keyword.

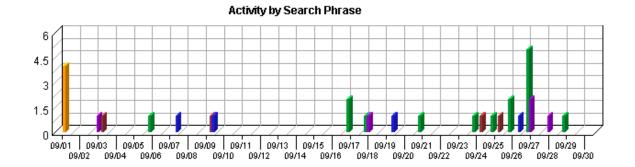
8

This information can give you an idea how your meta tags are performing with each search engine.

Activity by Search Phrase

The first table identifies search phrases that led the most visitors to your site, regardless of the search engine they used.

The second table identifies, for each phrase, which search engines led visitors to the site.



Activity by Search Phrase

	Phrases	Referrals	%
1.	pesticides	15	0.77%
2.	team work	5	0.26%
3.	coloring filetype:pdf	4	0.21%
4.	chemical mixtures	4	0.21%
5.	duke university logo	4	0.21%
6.	pesticides children's environmental health research centers	3	0.15%
7.	mothers and newborns study	3	0.15%
8.	www.actionagainstasthma.com	3	0.15%
9.	increased influence of genetic variation on paraoxonase gene expression in neonates	3	0.15%
10.	tenant rights michigan cockroaches	3	0.15%
11.	bill moyers kids and chemicals	3	0.15%
12.	freeway pollution baby	3	0.15%
13.	sceddbo	3	0.15%
14.	organophosphate toxicity ppt	3	0.15%
15.	dr. tang columbia center for children's environmental health	3	0.15%
16.	home lead sampling test kit roda	3	0.15%
17.	diagram of adhd	3	0.15%
18.	children's environmental health workshop oct 10–13	3	0.15%

	Total	1,949	100.00%
	Subtotal	77	3.95%
20.	southwest facts	3	0.15%
19.	pictures of children with autism	3	0.15%

Activity by Search Phrase with Engines Detail

Phrases	Engines	Referrals	%
1. pesticides	google	9	0.46%
	google canada	4	0.21%
	google uk	1	0.05%
	aol netfind	1	0.05%
2. team work	google	3	0.15%
	google uk	2	0.10%
3. coloring filetype:pdf	google france	4	0.21%
4. chemical mixtures	google	3	0.15%
	google uk	1	0.05%
5. duke university logo	google	4	0.21%
6. pesticides children's environmental health research centers	google	3	0.15%
7. mothers and newborns study	google france	3	0.15%
8. www.actionagainstasthma.com	msn	3	0.15%
9. increased influence of genetic variation on paraoxonase gene expression in neonates	google	3	0.15%
10. tenant rights michigan cockroaches	google	2	0.10%
	yahoo	1	0.05%
11. bill moyers kids and chemicals	google	3	0.15%
12. freeway pollution baby	google	3	0.15%
13. sceddbo	google	3	0.15%
14. organophosphate toxicity ppt	google	3	0.15%
15. dr. tang columbia center for children's environmental health	google	3	0.15%
16. home lead sampling test kit roda	google	3	0.15%
17. diagram of adhd	google	3	0.15%
18. children's environmental health workshop oct 10–13	google	3	0.15%
19. pictures of children with autism	google	3	0.15%
20. southwest facts	google	3	0.15%

Activity by Search Phrase - Help Card

? Top Search Phrases Table

Phrases – The specific search phrases being analyzed. A search phrase is the entire search string entered by a visitor. It can include one or more keywords.

Referrals – Number of visitors referred to your site who used the specified search phrase, regardless of the search engine they used.

% – Percentage of referred visitors who used the specified search phrase.

Top Search Phrases with Engines Detail Table

Engines – Specific search engine being analyzed in conjunction with the phrase in the adjacent column.

Phrase – The search phrase a visitor used to find your site.

Referrals– Number of visitors referred to your site from the specified search engine who used the specified phrase in their search.

% – Percentage of visitors referred from search engines who used the specified search engine and phrase.

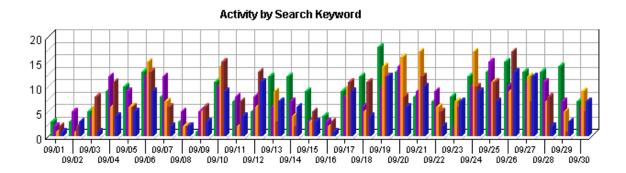
Q

How are people getting to your site? Use these tables to find out if your visitors are using the search phrases you expect. Do you need to use different keywords in page titles to make it easier for people to find your site with search engines?

Activity by Search Keyword

The first table identifies keywords that led the most visitors to the site (regardless of the search engine).

The second table identifies, for each keyword, which search engines led visitors to the site.



Activity by Search Keyword

	Keywords	Referrals	%
1.	children	277	3.09%
2.	in	239	2.67%
3.	health	234	2.61%
4.	of	228	2.54%
5.	environmental	174	1.94%
6.	for	150	1.67%
7.	asthma	133	1.48%
8.	autism	125	1.39%
9.	research	110	1.23%
10.	children's	105	1.17%
11.	on	105	1.17%
12.	the	101	1.13%
13.	center	100	1.12%
14.	to	96	1.07%
15.	epa	87	0.97%
16.	pesticides	63	0.70%
17.	kids	58	0.65%
18.	lead	56	0.62%
19.	environment	55	0.61%
20.	university	54	0.60%
	Subtotal	2,550	28.46%
	Total	8,961	100.00%

Activity by Search Keyword with Engines Detail

Keywords	Engines	Referrals	%
1. children	google	191	2.13%
	yahoo	31	0.35%
	google uk	15	0.17%
	google canada	11	0.12%
	google australia	9	0.10%
	aol netfind	8	0.09%
	msn	5	0.06%
	yahoo uk &ireland	2	0.02%
	google germany	2	0.02%
	google italy	1	0.01%
	yahoo spain	1	0.01%
	google austria	1	0.01%
2. in	google	181	2.02%
	yahoo	21	0.23%
	google canada	11	0.12%
	google uk	9	0.10%
	aol netfind	6	0.07%
	google australia	4	0.04%
	google germany	2	0.02%
	yahoo spain	1	0.01%
	msn	1	0.01%
	google japan	1	0.01%
	google france	1	0.01%
	yahoo uk &ireland	1	0.01%
3. health	google	196	2.19%
	yahoo	10	0.11%
	google canada	10	0.11%
	google uk	9	0.10%
	aol netfind	4	0.04%
	google germany	3	0.03%
	google australia	1	0.01%
	msn	1	0.01%
4. of	google	171	1.91%
	yahoo	15	0.17%
	google australia	13	0.15%
	google uk	9	0.10%
	google canada	6	0.07%
	aol netfind	5	0.06%
	msn	4	0.04%

	google france	3	0.03%
	google austria	1	0.01%
	google japan	1	0.01%
5. environmental	google	132	1.47%
	yahoo	20	0.22%
	msn	8	0.09%
	google canada	7	0.08%
	google uk	5	0.06%
	yahoo spain	1	0.01%
	altavista	1	0.01%
6. for	google	116	1.29%
	yahoo	16	0.18%
	google uk	7	0.08%
	google canada	6	0.07%
	google australia	2	0.02%
	aol netfind	2	0.02%
	altavista	1	0.01%
7. asthma	google	95	1.06%
	yahoo	10	0.11%
	google australia	10	0.11%
	google uk	6	0.07%
	msn	4	0.04%
	aol netfind	4	0.04%
	google germany	2	0.02%
	google italy	1	0.01%
	google canada	1	0.01%
8. autism	google	100	1.12%
	google canada	7	0.08%
	msn	5	0.06%
	google australia	4	0.04%
	aol netfind	4	0.04%
	yahoo	4	0.04%
	altavista	1	0.01%
9. research	google	95	1.06%
	google canada	5	0.06%
	yahoo	3	0.03%
	msn	3	0.03%
	google uk	3	0.03%
	google japan	1	0.01%
10. children's	google	82	0.92%
	yahoo	11	0.12%
	google uk	4	0.04%

	google canada	4	0.04%
	msn	2	0.02%
	google australia	1	0.01%
	aol netfind	1	0.01%
11. on	google	78	0.87%
	yahoo	14	0.16%
	google uk	4	0.04%
	google canada	3	0.03%
	google australia	3	0.03%
	aol netfind	3	0.03%
12. the	google	78	0.87%
	google uk	7	0.08%
	yahoo	6	0.07%
	google australia	5	0.06%
	aol netfind	2	0.02%
	google canada	2	0.02%
	yahoo spain	1	0.01%
13. center	google	85	0.95%
	yahoo	12	0.13%
	google australia	1	0.01%
	msn	1	0.01%
	aol netfind	1	0.01%
14. to	google	67	0.75%
	yahoo	11	0.12%
	google uk	5	0.06%
	msn	3	0.03%
	google canada	3	0.03%
	google australia	3	0.03%
	aol netfind	3	0.03%
	google germany	1	0.01%
15. epa	google	69	0.77%
-	google canada	7	0.08%
	msn	4	0.04%
	google uk	2	0.02%
	google france	2	0.02%
	yahoo	2	0.02%
	google australia	1	0.01%
16. pesticides	google	44	0.49%
1	google canada	7	0.08%
	google uk	4	0.04%
	yahoo	3	0.03%
	google australia	3	0.03%
	googie australia	J	0.03/0

	aol netfind	1	0.01%
	msn	1	0.01%
17. kids	google	51	0.57%
	google canada	3	0.03%
	google australia	2	0.02%
	aol netfind	1	0.01%
	google uk	1	0.01%
18. lead	google	50	0.56%
	google canada	4	0.04%
	msn	1	0.01%
	google uk	1	0.01%
19. environment	google	47	0.52%
	google canada	2	0.02%
	google australia	2	0.02%
	google uk	2	0.02%
	google japan	1	0.01%
	msn	1	0.01%
20. university	google	42	0.47%
	yahoo	5	0.06%
	google canada	4	0.04%
	msn	1	0.01%
	aol netfind	1	0.01%
	google france	1	0.01%

Activity by Search Keyword - Help Card

? Top Search Keywords Table

Keywords – The keyword being analyzed in conjunction with the search engine in the adjacent column. To see the entire search strings entered by visitors, see the Top Search Phrases page.

Referrers – Number of visitors referred to your site with the specified keywords.

% – Percentage of visitors referred from search engines who used the specified search engine and keyword.

Top Search Keywords Table with Engines Detail Table

Engines – Specific search engine being analyzed in conjunction with the keyword in the adjacent column.

Keywords – The keyword being analyzed in conjunction with the search engine in the adjacent column. To see the entire search strings entered by visitors, see the Top Search Phrases page.

Referrals – Number of visitors referred to your site from the specified search engine who used the specified keywords in their search.

% Percentage of visitors referred from search engines who used the specified search engine and keyword.

V

At the most basic level, this section tells you which search engines are being used most frequently to find your site. You also may find that some search engines are referring visitors to your site with the keywords you expect and that other search engines are not.

Visitors Dashboard

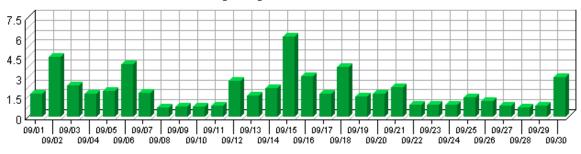
This displays key graphs and tables that provide an overview of the Visitors chapter. Click on the title of a graph or table to navigate to the corresponding page.



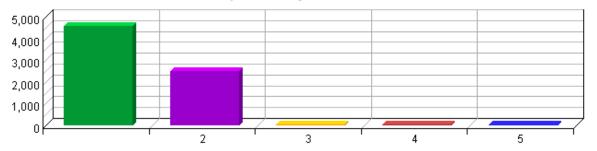
Visit Summary

Visits	7,430
Average per Day	247
Average Visit Length	00:12:58
Median Visit Length	00:02:56
International Visits	4.68%
Visits of Unknown Origin	61.82%
Visits from Your Country: United States (US)	33.50%

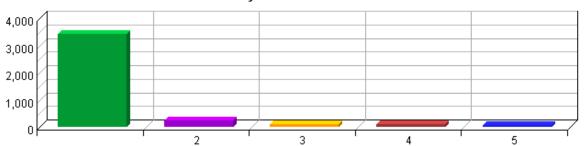
Average Length of Visit Trend



Top Countries by Visits







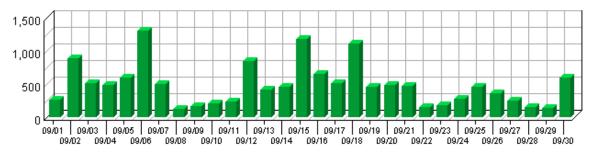
Visitors Trend



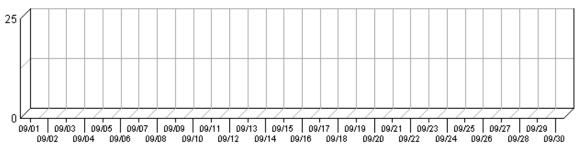
Visitor Summary

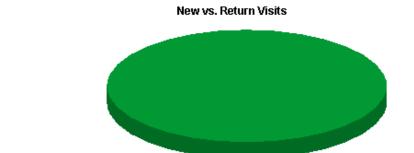
Unique Visitors	4,072
Visitors Who Visited Once	3,426
Visitors Who Visited More Than Once	646
Average Visits per Visitor	1.82

Visitor Minutes Trend



First Time Visitors Trend



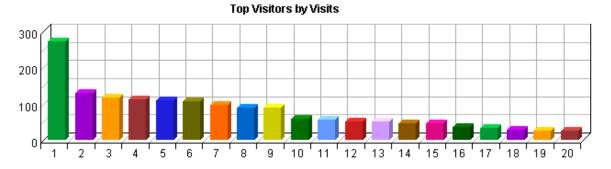


Top Visitors by Visits

Top Visitors

This report identifies the IP address, domain name, or cookie of each visitor, and identifies the visitor's relative activity level on the site. If you use cookies to track visits, Reporting Center can differentiate between hits from different visitors with the same IP address.





Top Visitors

	Visitor	Visits	%	Hits
1.	66.249.70.162_Mozilla/5.0 (compatible; Googlebot/2.1; +http://www.google.com/bot.html)	272	3.66%	1,879
2.	65.55.210.93_msnbot/1.0 (+ http://search.msn.com/msnbot.htm)	130	1.75%	282
3.	65.55.210.92_msnbot/1.0 (+ http://search.msn.com/msnbot.htm)	118	1.59%	256
4.	livebot-65-55-210-91.search. live.com_msnbot/1.0 (+http://search.msn.com/msnbot.htm)	112	1.51%	263
5.	65.55.210.96_msnbot/1.0 (+ http://search.msn.com/msnbot.htm)	110	1.48%	304
6.	65.55.210.94_msnbot/1.0 (+ http://search.msn.com/msnbot.htm)	108	1.45%	257
7.	65.55.210.90_msnbot/1.0 (+ http://search.msn.com/msnbot.htm)	96	1.29%	211
8.	65.55.210.97_msnbot/1.0 (+ http://search.msn.com/msnbot.htm)	88	1.18%	229
9.	65.55.210.95_msnbot/1.0 (+	88	1.18%	226

	http://search.msn.com/msnbot.htm)			
10.	livebot-207-46-98-147.search. live.com_msnbot/1.0 (+http://search.msn.com/msnbot.htm)	58	0.78%	114
11.	208.80.140.110_Mozilla/5.0 (compatible; heritrix/1.5 +http://www.metacarta.com)	56	0.75%	85
12.	207.46.98.149_msnbot/1.0 (+ http://search.msn.com/msnbot.htm)	52	0.70%	152
13.	yenlab5.ist.psu. edu_psuistnanobot/Nutch-0.9 (Penn State IST's Nanotechnology Crawler; http://ist.psu.edu; mikflut AT gmail DOT com)	51	0.69%	59
14.	lt7.maxamine.net_Mozilla/4.74 [en] (Windows NT 5.0; U; maxamine.com—robot)	46	0.62%	46
15.	207.46.98.148_msnbot/1.0 (+ http://search.msn.com/msnbot.htm)	45	0.61%	116
16.	69.46.18.2	35	0.47%	69
17.	crawler4013.ask.com_Mozilla/5. 0 (compatible; Ask Jeeves/ Teoma; +http://about.ask.com/en/docs/about/webmasters.shtml)	34	0.46%	42
18.	64.62.178.178_InfoMinder (V2. 0 Win32)	28	0.38%	56
19.	kids.goo.ne.jp_PEAR HTTP_Request class (http://pear.php. net/)	26	0.35%	33
20.	211.151.93.70_Python-urllib/2. 4	26	0.35%	29
	Subtotal	1,579	21.25%	4,708
	Other	5,852	78.75%	19,616
	Total	7,431	100.00%	24,324

Top Visitors - Help Card

Hits – Number of hits attributed to the specified visitor. Each file requested by a visitor registers as a hit. There can be several hits on each page. While the volume of hits reflects the amount of server traffic, it is not an accurate reflection of the number of pages viewed.

Visitor – The IP address, domain name, or cookie of the visitor.

Visits – Number of times the specified visitor visited your site. A visit is a series of actions that begins when a visitor views their first page from the server, and ends when the visitor leaves the site or remains idle beyond the idle–time limit. The default idle–time limit is thirty minutes. This time limit can be changed by the system administrator.

% – Percentage of total visits or hits made by the specified visitor.

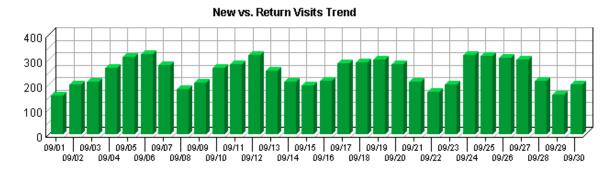
Q

Consider the visitors who use the site most, and tailor your site to their interests and needs. If your site is an intranet, notice which employees use the site most, and find out what they like about it. You might also get feedback from those who use it the least and find out what they are looking for.

Note: If a visitor has a dynamic IP address, or if a group of visitors are behind a proxy server or firewall, this data might be misleading. In the case of a dynamic IP address, multiple IP addresses could be shown for a single visitor, and in the case of a firewall or proxy server, one IP address could be used by more than one visitor.

New vs. Return Visits

This report compares the number of visits by new and returning visitors to your site.







New vs. Return Visits

	Visitor Type	Visits	%
1.	Returning Users	7,431	100.00%
	Total	7,431	100.00%

New vs. Return Visits - Help Card

? New Visitors – Visitors who didn't have a cookie from your site on their first hit, but had one on later hits.

Returning Visitors – Visitors who already had a cookie from your site when they visited.

Visitors Not Accepting Cookies – Visitors not accepting cookies from your site. There is no way to determine if these visitors are new or returning.

Visits – Number of visits by visitors who fit into the specified visitor category. A visit is a series of actions that begins when a visitor views their first page from the server, and ends when the visitor leaves the site or remains idle beyond the idle–time limit. The default idle–time limit is thirty minutes. This time limit can be changed by the system administrator.

% – Percentage of visitors who fit into the specified visitor category.

New vs. Return Visits 55

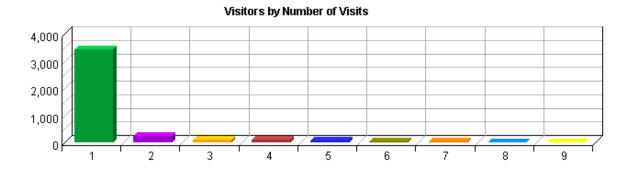
0

By tracking the ratio between new and return visits over a period of time, you can determine if your site is attracting enough returning visitors.

New vs. Return Visits

Visitors by Number of Visits

This report shows the distribution of visitors based on how many times each visitor visited your site.



Visitors by Number of Visits

Number of Visits	Unique Visitors	%
1 visit	3,426	84.14%
2 visits	253	6.21%
3 visits	114	2.80%
4 visits	89	2.19%
5 visits	74	1.82%
6 visits	32	0.79%
7 visits	19	0.47%
8 visits	11	0.27%
9 visits	10	0.25%
Subtotal	4,028	98.92%
Other	44	1.08%
Total	4,072	100.00%

Visitors by Number of Visits - Help Card

Number of Visits – The number of visits, beginning with one and increasing by increments of one, being analyzed in the other columns.

Unique Visitors– Number of unique individuals who came to your site the amount of times specified in the Number of Visits column.

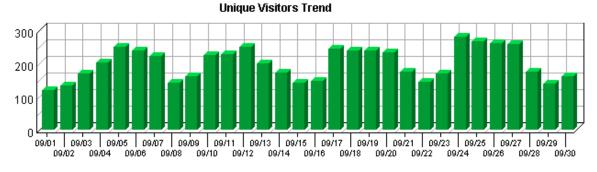
% – Percentage of unique visitors who came to your site the amount of times specified in the Number of Visits column.

This information can indicate whether or not your site compels visitors to return. Updating web site content is one way to draw return visitors.

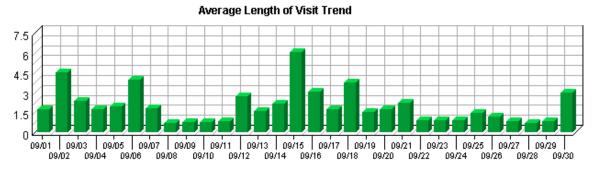
Visitors Trend

This report shows how many times visitors visited your web site and how long they stayed. The information is divided into time slices based on the duration of the log file. Visits are freshly counted during each time interval in the report. Some visits may span more than one time interval, and therefore a single visit may be counted more than once. This manner of counting visits may cause the Visits Trend total visits to exceed the total visits shown on the Overview Dashboard page.

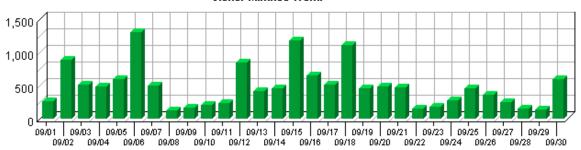








Visitor Minutes Trend



Visitors Trend

Time Interval	Visits Uni	que Visitors	First Time Visitors	Avg Visit Length	Visitor Minutes
09/01	154	120	0	00:01:43	264.53
09/02	199	133	0	00:04:29	894.90
09/03	217	169	0	00:02:21	513.15
09/04	271	203	0	00:01:46	480.38
09/05	305	251	0	00:01:56	592.07
09/06	328	238	0	00:03:59	1,311.37
09/07	272	222	0	00:01:50	500.50
09/08	180	142	0	00:00:42	128.97
09/09	210	160	0	00:00:47	165.52
09/10	267	225	0	00:00:47	211.35
09/11	287	227	0	00:00:49	238.18
09/12	310	250	0	00:02:43	844.65
09/13	258	201	0	00:01:36	414.07
09/14	215	171	0	00:02:08	459.75
09/15	195	143	0	00:06:04	1,183.55
09/16	213	147	0	00:03:05	659.67
09/17	288	245	0	00:01:46	512.73
09/18	295	240	0	00:03:45	1,109.95
09/19	298	240	0	00:01:31	454.25
09/20	280	232	0	00:01:43	482.22
09/21	211	175	0	00:02:15	476.40
09/22	168	145	0	00:00:54	152.53
09/23	203	169	0	00:00:55	187.03
09/24	319	280	0	00:00:53	283.70
09/25	314	268	0	00:01:27	457.47
09/26	307	261	0	00:01:09	356.80
09/27	302	258	0	00:00:48	246.55
09/28	210	175	0	00:00:41	146.08
09/29	164	140	0	00:00:49	136.08
09/30	200	160	0	00:02:59	599.08

Average	248	199	0	N/A	482.12
Total	7,440	5,990	0	N/A	14,463.48

Visitors Trend - Help Card



Time Interval – A one–year report displays monthly time increments. A one–quarter report displays weekly time increments. A one–month report or a one–week report displays daily time increments. A daily report displays hourly time increments. An hour–long interval marked 12:00, for example, includes all activity between 12:00 and 12:59.

Visits – Number of visits to your web site. If a visit spans multiple time intervals, it is counted in each interval. Every visit from a visitor is counted, even if the same visitor came to your web site multiple times. Also included are zero–length visits. A zero–length visit occurs when all hits for that visit are logged with the exact same time stamp.

Unique Visitors – Number of individuals who visited your site during the report period. If someone visits more than once, they are counted only the first time they visit. Values of "N/A" indicate that the detailed data required for Unique Visitors per time period is not available. This situation occurs when the Top Visitors report has reached its configured limit.

First Time Visitors – Number of visitors who had never visited your web site before.

Avg Visit Length – The average amount of time visitors spent at your site within the given time interval. The data is formatted as hh:mm:ss (hours:minutes:seconds). The average visit length is calculated by dividing the value from the Visitor Minutes column by the value from the Visits column.

Visitor Minutes – Number of minutes your web site was viewed, regardless of who was viewing it.

Average – This row gives the average for each column.

Total – The total for the column. Some visits may span more than one time interval, and be counted more than once. These duplicate visit counts may cause the total visits count on this row to exceed the actual total number of visits shown on the Overview Dashboard page.



Use this page to determine which times your web site is busiest.

Daily averages cut off visits that continue into the next day, whereas weekly averages do not. Therefore, weekly averages may appear a bit longer than daily averages.

Visits Trend

This report helps you understand the bandwidth requirements of your site by tracking visits over the course of the report period.



Visits Trend

Time Interval	Visits	%
09/01	154	2.07%
09/02	198	2.66%
09/03	217	2.92%
09/04	270	3.63%
09/05	305	4.10%
09/06	328	4.41%
09/07	272	3.66%
09/08	180	2.42%
09/09	210	2.83%
09/10	267	3.59%
09/11	287	3.86%
09/12	310	4.17%
09/13	258	3.47%
09/14	214	2.88%
09/15	194	2.61%
09/16	212	2.85%
09/17	288	3.88%
09/18	293	3.94%
09/19	298	4.01%
09/20	279	3.76%
09/21	211	2.84%
09/22	168	2.26%
09/23	203	2.73%
09/24	319	4.29%
09/25	314	4.23%

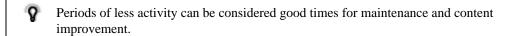
09/26	307	4.13%
09/27	302	4.06%
09/28	210	2.83%
09/29	164	2.21%
09/30	198	2.66%
Total	7,430	100.00%

Visits Trend – Help Card

Time Interval – A one–year report displays monthly time increments. A one–quarter report displays weekly time increments. A one–month report or a one–week report displays daily time increments. A daily report displays hourly time increments. An hour–long interval marked 12:00, for example, includes all activity between 12:00 and 12:59.

Visits – Number of visits to your site during the specified time interval. A visit is a series of actions that begins when a visitor views their first page from the server, and ends when the visitor leaves the site or remains idle beyond the idle–time limit. The default idle–time limit is thirty minutes. This time limit can be changed by the system administrator.

% – Percentage of visits to your site during the specified time interval compared with all visits to your site during the report period.



Top Organizations

If you have enabled the WebTrends GeoTrends Database for this profile, this page will list the most active companies and other organizations visiting your web site. The second table will show you the most active domain names from each organization.

No data for this section in the log data analyzed.

No data for this section in the log data analyzed.

Top Organizations - Help Card

Domain Name – The text name corresponding to the IP address of a computer on the Internet. For example, netiq.com is a domain name. The domain name can be determined if it was logged by the web server or, if it is defined in the Internet Domain Name System then it may be found using DNS resolution. Otherwise, the domain name is not known and this table shows the IP address.

The domain name shown is the second—level domain name, such as netiq.com. If the top—level domain name is a country code, then this shows the third—level domain name, such as anycompany.com.au. For example, all visitors from sales.netiq.com, us.sales.netiq.com, and service.net.iq.com are combined in the statistics for netiq.com.

Click on the domain name to generate an Internet whois lookup.

Organization – The name of the organization, which could be a company, a government agency, a school, or any other type of organization. This name was determined by looking up the visitor's IP address in the WebTrends GeoTrends Database. Click on the organization name to generate an Internet whois lookup.

Total – The total for all visits or hits.

Unknown – The sum for any IP addresses which could not be found in the WebTrends GeoTrends Database.

Visits – Number of visits to your site from this organization. A visit is a series of actions that begins when a visitor views their first page from the server, and ends when the visitor leaves the site or remains idle beyond the idle—time limit. The default idle—time limit is thirty minutes. This time limit can be changed by the system administrator.

Hits – Number of hits to your site from this organization. Each file requested by a visitor registers as a hit. There can be several hits on each page. While the volume of hits reflects the amount of server traffic, it is not an accurate reflection of the number of pages viewed.

% – Percentage of the total activity that was from this organization.

--

8

Top Organizations 65

Use this information when you are interested in an organization as a whole, such as NetIQ Corporation. You can identify the major domain names from each company, such as netiq.com and webtrends.com from NetIQ.

66 Top Organizations

Top Authenticated Usernames

This report identifies the true name and relative activity level of the visitors logging onto a server that requires a user name and password.

No data for this section in the log data analyzed.

Top Authenticated Usernames - Help Card

Authenticated Username – A unique visitor tracked by user name and password rather than by IP address. You may find more authenticated user names than total visitors because several persons may be using the same IP address. Since many ISPs dynamically assign IP addresses, and since multiple visitors may use a single IP address, authentication is a much more accurate way to identify visitors.

Hits – Number of hits generated by the specified visitor. Each file requested by a visitor registers as a hit. There can be several hits on each page. While the volume of hits reflects the amount of server traffic, it is not an accurate reflection of the number of pages viewed.

Visitor – Authenticated name of the user being analyzed.

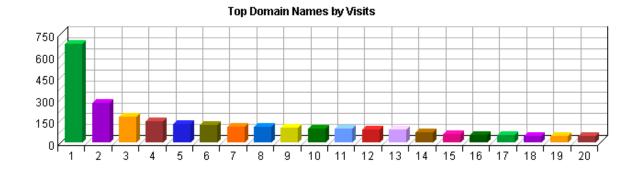
Visits – Number of times the specified visitor visited your site. A visit is a series of actions that begins when a visitor views their first page from the server, and ends when the visitor leaves the site or remains idle beyond the idle–time limit. The default idle–time limit is thirty minutes. This time limit can be changed by the system administrator.

% – Percentage of visits or hits to your site by the specified visitor out of those by all authenticated user names.

You may use this information for your marketing efforts, such as special promotions or newsletters.

Top Domain Names

This report lists the domain name that generates the most activity to your web site.



Top Domain Names

	Domain Name	Visits	%	Hits
1.	yahoo.net	678	9.13%	688
2.	66.249.70.162	275	3.70%	1,887
3.	live.com	178	2.40%	380
4.	aol.com	146	1.97%	172
5.	65.55.210.93	130	1.75%	282
6.	65.55.210.92	118	1.59%	256
7.	65.55.210.96	110	1.48%	304
8.	65.55.210.94	108	1.45%	257
9.	rr.com	104	1.40%	397
10.	65.55.210.90	96	1.29%	211
11.	comcast.net	95	1.28%	361
12.	65.55.210.95	88	1.18%	226
13.	65.55.210.97	87	1.17%	227
14.	verizon.net	73	0.98%	276
15.	208.80.140.110	56	0.75%	85
16.	psu.edu	52	0.70%	64
17.	207.46.98.149	52	0.70%	152
18.	sbcglobal.net	47	0.63%	132
19.	maxamine.net	46	0.62%	46
20.	207.46.98.148	45	0.61%	116
	Subtotal	2,584	34.78%	6,519
	Other	4,846	65.22%	17,798
	Total	7,430	100.00%	24,317

Top Domain Names 69

Top Domain Names - Help Card

Domain Name – The text name corresponding to the IP address of a computer on the Internet. For example, netiq.com is a domain name. The domain name can be determined if it was logged by the web server or, if it is defined in the Internet Domain Name System then it may be found using DNS resolution. Otherwise, the domain name is not known and this table shows the IP address.

The domain name shown is the second—level domain name, such as netiq.com. If the top—level domain name is a country code, then this shows the third—level domain name, such as anycompany.com.au. For example, all visitors from sales.netiq.com, us.sales.netiq.com, and service.net.iq.com are combined in the statistics for netiq.com.

Click on the domain name to generate an Internet whois lookup.

Total – The total for all visits or hits.

Hits – Number of hits to your site from this domain name. Each file requested by a visitor registers as a hit. There can be several hits on each page. While the volume of hits reflects the amount of server traffic, it is not an accurate reflection of the number of pages viewed.

Visits – Number of visits to your site from this domain name. A visit is a series of actions that begins when a visitor views their first page from the server, and ends when the visitor leaves the site or remains idle beyond the idle—time limit. The default idle—time limit is thirty minutes. This time limit can be changed by the system administrator.

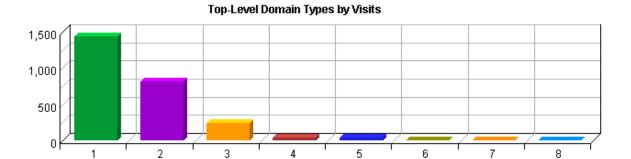
% – Percentage of the total activity that was from this domain name or IP address.

Use this information when you are interested in high–level domain names of visitors generating the most activity to your web site.

70 Top Domain Names

Top-Level Domain Types

This report provides a breakdown of top-level domain types.



Top-Level Domain Types

	Top-Level Domain Types	Visits	%	Hits
1.	Network	1,431	56.01%	3,637
2.	Commercial	808	31.62%	2,326
3.	Education	237	9.28%	1,769
4.	Government	41	1.60%	125
5.	Organization	32	1.25%	108
6.	ARPANET	2	0.08%	10
7.	International	2	0.08%	4
8.	Military	2	0.08%	6
	Total	2,555	100.00%	7,985

Top-Level Domain Types - Help Card

5

Top-Level Domain – The suffix of a domain name. A top-level domain can be based on the type of organization (.com, .edu, .museum, .name, etc) or it can be a country code (.uk, .de, .jp, .us, etc.). The top-level domain can be used to identify the type of web site. The following is a partial list of how this report categorizes top-level domains:

ARPANET: .arpa

Commercial: .com .co .com.[country code] .co.[country code] .firm.co .firm.ve .ltd.uk .info .biz

Education: .edu .edu.[country-code] .ed.[country code] .ac.[country code] .school.[country code] .k12.[country code] .re.kr .sch.uk .edunet.tn

International: .int .int.co .int.ve .intl.tn

Government: .gov .gov.[country code] .gove.[country code] .go.[country code]

Military: .mil .mil.[country code]

Network: .net .ad.jp .ne.kr .net.[country code]

Organization: .org .or .org.[country code] .or.[country code]

Personal: .name

Hits – Number of hits to your site from the specified top–level domain. Each file requested by a visitor registers as a hit. There can be several hits on each page. While the volume of hits reflects the amount of server traffic, it is not an accurate reflection of the number of pages viewed.

Total – The total visits or hits where there was sufficient information to identify the top–level domain. This number may be less than the total activity overall.

Visits – Number of visits to your site from the specified top–level domain. A visit is a series of actions that begins when a visitor views their first page from the server, and ends when the visitor leaves the site or remains idle beyond the idle–time limit. The default idle–time limit is thirty minutes. This time limit can be changed by the system administrator.

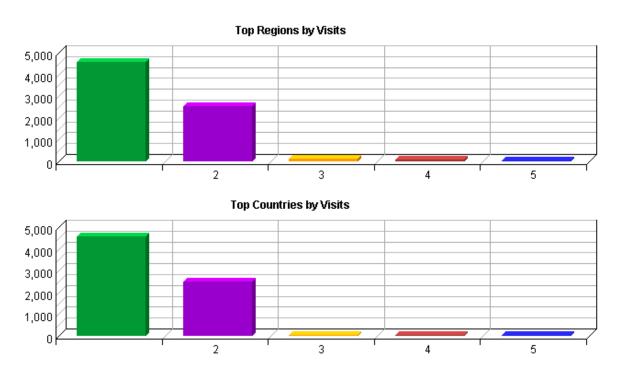
% – Percentage of total visits or hits from sites in the specified top–level domain. The percentages refer to the total number of visits for which the domain name can be determined. Some IP addresses cannot be resolved to a domain name.

Consider which types of organizations are interested in your site, and consider how you can interest other types of organizations.

Note: This information can be displayed only if reverse DNS lookups have been performed. Even when DNS lookups are performed, some IP addresses cannot be resolved to a domain name.

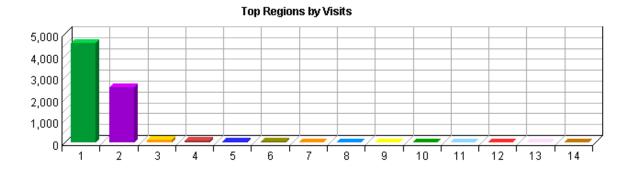
Geography Dashboard

This displays key graphs and tables that provide an overview of this chapter. Click on the title of a graph or table to navigate to the corresponding page.



Top Regions

This report identifies the top geographic regions of the visitors to your site.



Top Regions

	Geographic Regions	Visits	%
1.	Region Un-Specified	4,593	61.82%
2.	North America	2,547	34.28%
3.	Asia	107	1.44%
4.	Western Europe	74	1.00%
5.	South America	40	0.54%
6.	Australia	27	0.36%
7.	Eastern Europe	17	0.23%
8.	Middle East	10	0.13%
9.	Southern Africa	4	0.05%
10.	Western Africa	3	0.04%
11.	Caribbean Islands	3	0.04%
12.	Northern Africa	2	0.03%
13.	Pacific Islands	2	0.03%
14.	Northern Europe	1	0.01%
	Total	7,430	100.00%

Top Regions - Help Card

? Geographic Regions – The geographic part of the world where visitors to your web site are located. "Region Unspecified" represents visitors whose geographic region could not be determined. "Region Unknown" represents visitors whose country has been determined but not identified with a specific region. If the WebTrends GeoTrends Database is turned on for this profile, the region is determined by looking up the visitor's IP address in this database. If GeoTrends is not enabled, the region will be determined from the domain name.

Total – The total visits.

Top Regions 75

Visits – Number of visits from this geographic region. A visit is a series of actions that begins when a visitor views their first page from the server, and ends when the visitor leaves the site or remains idle beyond the idle–time limit. The default idle–time limit is thirty minutes. This time limit can be changed by the system administrator.

% – Percentage of total visits that were from this geographic region.

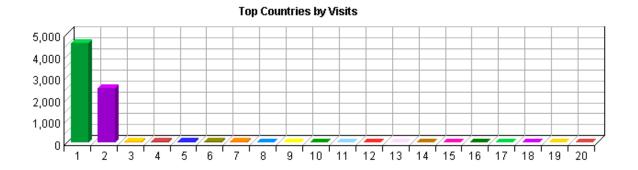
This information can help you meet the needs of your target audience as well as discover new audiences. Consider how you can make the content comprehensive and relevant to an international audience.

Note: Use this information carefully because it is based on Internet registration, and may not always be an accurate identifier of the visitor's actual location.

76 Top Regions

Top Countries

This report identifies the top countries of the visitors to your site.



Top Countries

	Countries	Visits	%
1.	Unknown Origin	4,593	61.82%
2.	United States (US)	2,489	33.50%
3.	Japan (JP)	33	0.44%
4.	Canada (CA)	30	0.40%
5.	Mexico (MX)	28	0.38%
6.	Australia (AU)	27	0.36%
7.	India (IN)	22	0.30%
8.	United Kingdom (UK)	19	0.26%
9.	Singapore (SG)	14	0.19%
10.	Germany (DE)	13	0.17%
11.	Colombia (CO)	11	0.15%
12.	Argentina (AR)	11	0.15%
13.	Malaysia (MY)	11	0.15%
14.	Thailand (TH)	10	0.13%
15.	Brazil (BR)	10	0.13%
16.	Italy (IT)	9	0.12%
17.	Netherlands (NL)	9	0.12%
18.	Switzerland (CH)	6	0.08%
19.	Peru (PE)	6	0.08%
20.	France (FR)	6	0.08%
	Subtotal	7,357	99.02%
	Other	73	0.98%
	Total	7,430	100.00%

Top Countries 77

Top Countries - Help Card

Countries – If the WebTrends GeoTrends Database is turned on for this profile, the country is determined by looking up the visitor's IP address in this database. If GeoTrends is not enabled, the country will be determined from the domain name.

Total – The total visits where there was sufficient information to identify the country. This number may be less than the total visits overall.

Visits – Number of visits from the specified country. A visit is a series of actions that begins when a visitor views their first page from the server, and ends when the visitor leaves the site or remains idle beyond the idle–time limit. The default idle–time limit is thirty minutes. This time limit can be changed by the system administrator.

% – Percentage of total visits from the specified country.

Unknown Origin – The country associated with the visitor's domain name could not be determined.

This information can help you meet the needs of your target audience as well as discover new audiences. Consider how you can make the content comprehensive and relevant to an international audience.

Note: Use this information carefully because it is based on Internet registration, and may not always be an accurate identifier of the visitor's actual location.

78 Top Countries

Top States and Provinces

If you have enabled the WebTrends GeoTrends Database for this profile, this page will list the states and provinces of North America and Australia, and regions of the United Kingdom with your most active visitors. Note that new data is being added as available.

No data for this section in the log data analyzed.

Top States and Provinces - Help Card

States and Provinces – If the WebTrends GeoTrends Database is turned on for this profile, the location is determined by looking up the visitor's IP address in this database.

Total – The total visits identified from states and provinces in North America. This number may be less than the total visits overall due to visitors from outside North America and visitors whose location could not be determined.

Visits – Number of visits from this state or province. A visit is a series of actions that begins when a visitor views their first page from the server, and ends when the visitor leaves the site or remains idle beyond the idle–time limit. The default idle–time limit is thirty minutes. This time limit can be changed by the system administrator.

% – Percentage of total visits from this state or province.

This information can help you meet the needs of your target audience as well as discover new audiences. Consider how you can make the content comprehensive and relevant to an international audience.

Note: Use this information carefully because it is based on Internet registration, and may not always be an accurate identifier of the visitor's actual location.

Top Cities

If you have enabled the WebTrends GeoTrends Database for this profile, this page will list the cities with your most active visitors.

No data for this section in the log data analyzed.

Top Cities - Help Card

City – If the WebTrends GeoTrends Database is turned on for this profile, the location is determined by looking up the visitor's IP address in this database.

Total – The total visits where there was sufficient information to identify the city. This number may be less than the total visits overall due to visitors whose location could not be determined.

Visits – Number of visits from this city. A visit is a series of actions that begins when a visitor views their first page from the server, and ends when the visitor leaves the site or remains idle beyond the idle-time limit. The default idle-time limit is thirty minutes. This time limit can be changed by the system administrator.

% – Percentage of total visits from this city.

This information can help you meet the needs of your target audience as well as discover new audiences. Consider how you can make the content comprehensive and relevant to an international audience.

Note: Use this information carefully because it is based on Internet registration, and may not always be an accurate identifier of the visitor's actual location.

Top Cities 81

82 Top Cities

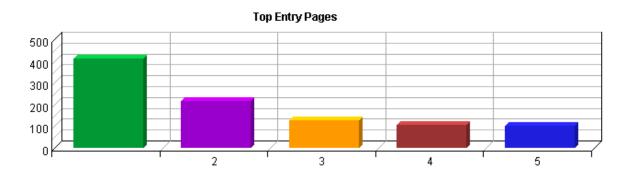
Pages Dashboard

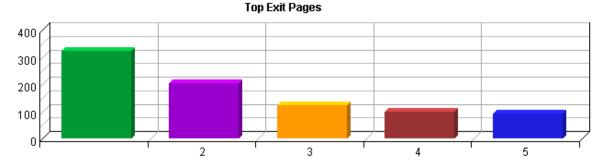
This displays key graphs and tables that provide an overview of the Pages chapter. Click on the title of a graph or table to navigate to the corresponding page.



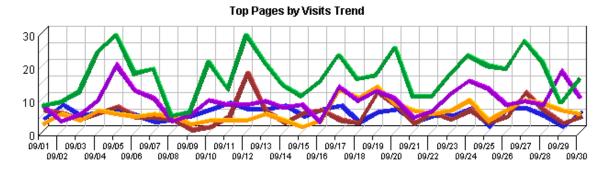
Page View Summary

Page Views	13,623
Average per Day	454
Average Page Views per Visit	1.83

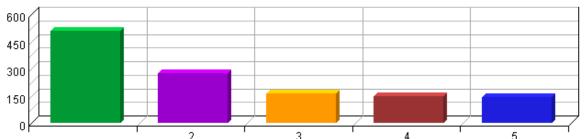




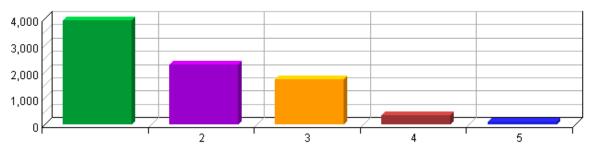
Pages Dashboard 83



Top Pages by Visits



Top Directories by Visits



Pages Dashboard

Top Pages

This identifies the most popular web pages on your site and shows you the number of visits for each, and displays the average length of time the page was viewed.





Top Pages

	Pages	Visits	%	Views	Avg Time Viewed	Avg Time to Serve
1.	Children's Environmental Health Research Centers US EPA http://es.epa.gov/ncer/childrenscenters/	509	3.90%	628	00:02:31	0
2.	Autism and Neurodevelopmental Disorders Children's Environmental Health Resear http://es.epa.gov/ncer/childrenscenters/ autism.html	273	2.09%	294	00:02:30	0
3.	University of California – Davis Children's Environmental Health Research Cent http://es.epa.gov/ncer/childrenscenters/davis.html	163	1.25%	173	00:02:52	0
4.	Multimedia Children's Environmental Health Research Centers US EPA http://es.epa.gov/ncer/childrenscenters/ multimedia. html	146	1.12%	168	00:01:38	0
5.	Southern Center on Environmentally–Driven http://es.epa.gov/ncer/childrenscenters/	140	1.07%	144	00:01:30	0

Top Pages 85

	duke.html					
6.	Columbia University Center for Children's Environmental Health, New York City http://es.epa.gov/ncer/childrenscenters/ columbia.html	133	1.02%	142	00:01:46	0
7.	Frequent Questions Children's Environmental Health Research Centers US EPA http://es.epa.gov/ncer/childrenscenters/ faqs.html	131	1.00%	135	00:01:14	0
8.	Pesticides Children's Environmental Health Research Centers US EPA http://es.epa.gov/ncer/childrenscenters/ pesticides. html	128	0.98%	138	00:02:27	0
9.	Biographies Children's Environmental Health Research Centers US EPA http://es.epa.gov/ncer/childrenscenters/ biographies. html	124	0.95%	126	00:02:36	0
10.	Center Contacts Children's Environmental Health Research Centers US EPA http://es.epa.gov/ncer/childrenscenters/ centercontacts. html	121	0.93%	161	00:08:38	0
11.	Community Partnerships Children's Environmental Health Research Centers US EP http://es.epa.gov/ncer/childrenscenters/ communities. html	114	0.87%	116	00:02:06	0
12.	Results Children's Environmental Health Research Centers US EPA http://es.epa.gov/ncer/childrenscenters/ results.html	110	0.84%	116	00:01:29	0
13.	Air Pollutants and Asthma Children's Environmental Health Research Centers U http://es.epa.gov/ncer/childrenscenters/asthma.html	101	0.77%	103	00:02:07	0
14.	University of Washington Center for Child Environmental Health Risks Research http://es.epa.gov/ncer/childrenscenters/ washington. html	97	0.74%	100	00:03:43	0
15.	Newsroom Children's Environmental Health Research Centers US EPA http://es.epa.gov/ncer/childrenscenters/ newsroom.html	97	0.74%	99	00:01:24	0
16.	Education Factsheets Children's Environmental Health Research Centers US EPA http://es.epa.gov/ncer/childrenscenters/ outreach.html	95	0.73%	99	00:02:28	0

86 Top Pages

17.	Environmental Tobacco Smoke Children's Environmental Health Research Centers http://es.epa.gov/ncer/childrenscenters/ smoke.html	95	0.73%	106	00:01:35	0
18.	Mt. Sinai Childrens Environmental Health and Disease Prevention Research Center http://es.epa.gov/ncer/childrenscenters/ sinai.html	95	0.73%	99	00:01:27	0
19.	Center for Children's Environmental Health and Disease Prevention at the Harvard http://es.epa.gov/ncer/childrenscenters/ harvard.html	92	0.70%	94	00:04:52	0
20.	Childrens Environmental Health Center at the University of Southern Calif http://es.epa.gov/ncer/childrenscenters/usc.html	90	0.69%	94	00:01:51	0
	Subtotal	2,854	21.86%	3,135	00:02:38	
	Other	10,201	78.14%	10,488	00:01:29	
	Total	13,055	100.00%	13,623	00:01:40	

Top Pages - Help Card

Pages – Any document, dynamic page, or form. Different types of profiles have different default settings for which file extensions qualify a file as a page. These settings can be changed by the Reporting Center system administrator. Any URL containing a question mark is considered a dynamic page.

Visits – Number of visits to this page. A visit is a series of actions that begins when a visitor views the first page from the server, and ends when the visitor leaves the site or remains idle beyond the idle–time limit. The default idle–time limit is thirty minutes. This time limit can be changed by the system administrator.

Views – Number of times this page was viewed by visitors.

% – Percentage of the total visits in which the visitor viewed this page at least once.

Average Time Viewed – Average length of time the specified page was viewed. (The format is hh:mm:ss – hours:minutes:seconds.)

Average Time to Serve – Average amount of time (in milliseconds) it took to serve each document during the specified time interval. The time to serve spans from the time the server got a page request until it transmitted all the data.

Note: Zero values in this column probably indicates that your web server is not logging Time to Serve information.

Top Pages 87



Pages with good content and design are more likely to attract visitors and be revisited. Less popular pages on a site can be made more appealing by improving the content or incorporating design elements similar to that on the more important pages. Always remember that people are far more interested in content than in design, and average view times can help determine which content is most important to your visitors.

88 Top Pages

Top Content Groups

This report identifies the most popular groups of web site pages and how often they were visited.

No data for this section in the log data analyzed.

Top Content Groups - Help Card

? Content Group – A defined group of web pages with specific things in common, such as the same types of products, services, or information.

Group Name – Name of the content group being analyzed.

Total – The sum of the visit counts for the content groups. During a single visit, the visitor may view pages in zero, one, or multiple content groups, causing some visits to be omitted from this total and some visits to be counted more than once.

Visits – Number of visits where the visitor viewed at least one page in the specified content group. A visit is a series of actions that begins when a visitor views their first page from the server, and ends when the visitor leaves the site or remains idle beyond the idle—time limit. The default idle—time limit is thirty minutes. This time limit can be changed by the system administrator.

Hits – Each file requested by a visitor registers as a hit. There can be several hits on each page. While the volume of hits reflects the amount of server traffic, it is not an accurate reflection of the number of pages viewed.

% – Each file requested by a visitor registers as a hit. There can be several hits on each page. While the volume of hits reflects the amount of server traffic, it is not an accurate reflection of the number of pages viewed.

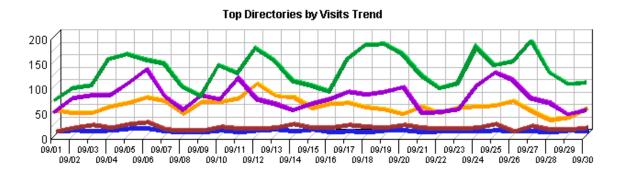
The information on this page can show you which content groups were most popular. This will reveal the reasons people visit your web site, and what is most interesting and least interesting to them.

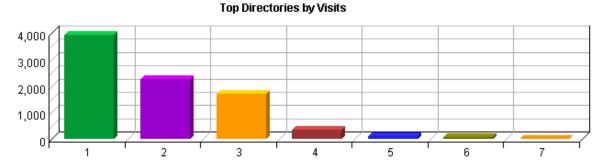
Top Content Groups 89

90 Top Content Groups

Top Directories

This report lists the most commonly accessed directories on your web site. This information can help determine the types of data most often requested.





Top Directories

	Path To Directory	Visits	%	Hits	Kbytes Transferred
1.	http://es.epa.gov/ncer/ childrenscenters/	3,946	46.86%	10,743	400,393
2.	http://es.epa.gov/ncer/ childrenscenters/full_text	2,261	26.85%	7,497	627,120
3.	http://es.epa.gov/ncer/ childrenscenters/outreach_docs	1,693	20.10%	5,208	8,262,245
4.	http://es.epa.gov/ncer/ childrenscenters/news_stories	348	4.13%	545	9,129
5.	http://es.epa.gov/ncer/ childrenscenters/events	95	1.13%	138	1,812
6.	http://es.epa.gov/ncer/ childrenscenters/Scripts	77	0.91%	185	385
7.	http://es.epa.gov/ncer/ childrenscenters/results	1	0.01%	1	1
	Total	8,421	100.00%	24,317	9,301,081

Top Directories 91

Top Directories - Help Card

? Path to Directory – The full URL path to the directory being analyzed.

Visits – Number of visits to pages within the specified directory. A visit is a series of actions that begins when a visitor views their first page from the server, and ends when the visitor leaves the site or remains idle beyond the idle–time limit. The default idle–time limit is thirty minutes. This time limit can be changed by the system administrator.

Hits – Each file requested by a visitor registers as a hit. There can be several hits on each page. While the volume of hits reflects the amount of server traffic, it is not an accurate reflection of the number of pages viewed.

Kbytes Transferred – Number of kilobytes of data transferred by the server from the specified directory to your visitors.

% – Percentage of visits or hits to, or kilobytes of data transferred from the specified directory compared to all other directories.

This report indicates the content visitors are most interested in. Use this information to determine which content areas to develop further, which areas to focus on less, and how you can arrange your content most effectively. If the table is sorted by kilobytes of data transferred, this page reveals what kind of data the server spends the most time transferring, and may suggest different ways to organize your data, or different ways to distribute the server load if you have more than one server.

92 Top Directories

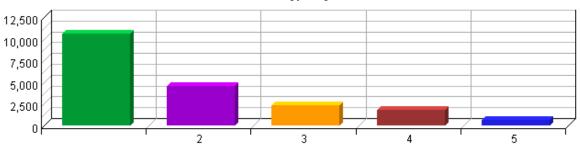
Files Dashboard

This displays key graphs and tables that provide an overview of the Files chapter. Click on the title of a graph or table to navigate to the corresponding page.

Hit Summary

Successful Hits for Entire Site	24,317
Average Hits per Day	810
Home Page Hits	628

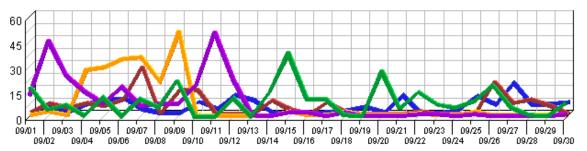
Most Accessed File Types by Files



Hits Trend



Most Downloaded Files Trend

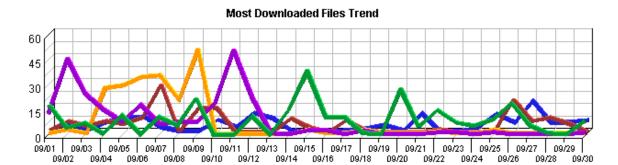


Files Dashboard 93

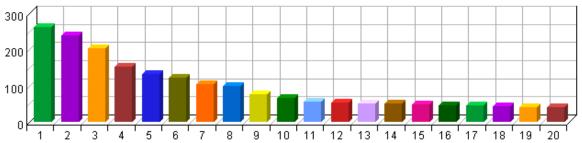
94 Files Dashboard

Most Downloaded Files

This report identifies the most popular files downloaded from your site.



Most Downloaded Files



Most Downloaded Files

	Downloaded Files	Downloads	%	Visits
1.	http://es.epa.gov/ncer/ childrenscenters/outreach_docs/ Green_Bay_Area_Fishing_Advisory_Engl ish.pdf	261	4.69%	59
2.	http://es.epa.gov/ncer/ childrenscenters/outreach_docs/ AN001110.pdf	240	4.31%	72
3.	http://es.epa.gov/ncer/ childrenscenters/outreach_docs/ AN001113.pdf	204	3.67%	28
4.	http://es.epa.gov/ncer/childrenscenters/full_text/34889.pdf	152	2.73%	42
5.	http://es.epa.gov/ncer/childrenscenters/pesticidespring07. pdf	133	2.39%	54
6.	http://es.epa.gov/ncer/ childrenscenters/pesticidewinter07. pdf	123	2.21%	56
7.	http://es.epa.gov/ncer/ childrenscenters/outreach_docs/ AN001135.pdf	105	1.89%	88
8.	http://es.epa.gov/ncer/childrenscenters/full_text/jch_v1_1.pdf	98	1.76%	36

9.	http://es.epa.gov/ncer/ childrenscenters/outreach_docs/ AN001107.pdf	75	1.35%	21
10.	http://es.epa.gov/ncer/ childrenscenters/outreach_docs/ AN001099.pdf	65	1.17%	25
11.	http://es.epa.gov/ncer/ childrenscenters/outreach_docs/ TheFishingLine_Vol1_No4_Illinois. pdf	56	1.01%	33
12.	http://es.epa.gov/ncer/ childrenscenters/outreach_docs/ AN001164.pdf	53	0.95%	27
13.	http://es.epa.gov/ncer/childrenscenters/full_text/33369.pdf	50	0.90%	18
14.	http://es.epa.gov/ncer/ childrenscenters/outreach_docs/ AN001170.pdf	50	0.90%	26
15.	http://es.epa.gov/ncer/ childrenscenters/outreach_docs/ AN001383.pdf	49	0.88%	45
16.	http://es.epa.gov/ncer/ childrenscenters/outreach_docs/ TheFishingLine_Vol1_No2_Illinois. pdf	47	0.84%	25
17.	http://es.epa.gov/ncer/ childrenscenters/outreach_docs/ AN001117.pdf	45	0.81%	27
18.	http://es.epa.gov/ncer/ childrenscenters/outreach_docs/ Green_Bay_Area_Fishing_Advisory_Hmon g.pdf	43	0.77%	25
19.	http://es.epa.gov/ncer/ childrenscenters/outreach_docs/ TheFishingLine_Vol1_No3_Illinois. pdf	41	0.74%	19
20.	http://es.epa.gov/ncer/ childrenscenters/outreach_docs/ AN000336.pdf	41	0.74%	31
	Subtotal	1,931	34.69%	757
	Other	3,635	65.31%	3,346
	Total	5,566	100.00%	4,103

Most Downloaded Files - Help Card

Pownloads – Number of times the specified file was downloaded by a visitor. If an error occurred during a transfer, the transfer is not counted.

Files – The path and filename of the file being analyzed.

Visits – The number of unique visitors who downloaded the specified file. If an error

occurred in the transfer, the transfer is not counted.

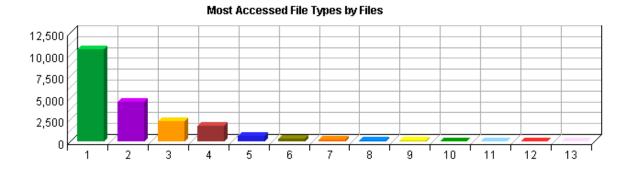
% – Percentage of times the specified file was downloaded compared to all downloaded files.

B

This information shows you the most popular downloadable files on your web site. Files that don't appear on the list, or appear low on the list, may require maintenance such as decreasing the file size, improving link placement, or elimination to make room for more popular content.

Most Accessed File Types

This report identifies the types of files accessed on your site and the total number of kilobytes of data transferred for each file type. Cached requests and erred hits are excluded from the totals. The types of files accessed are listed in descending order.



Most Accessed File Types

	File Type	Files	%	Kbytes Transferred
1.	html	10,614	51.63%	315,087
2.	pdf	4,522	22.00%	1,114,816
3.	js	2,304	11.21%	60,975
4.	css	1,774	8.63%	2,958
5.	htm	601	2.92%	8,774
6.	xml	282	1.37%	2,180
7.	wmv	159	0.77%	4,106,703
8.	swf	155	0.75%	5,916
9.	flv	117	0.57%	3,606,701
10.	smi	17	0.08%	201
11.	ppt	10	0.05%	76,775
12.	scc	2	0.01%	1
13.	asx	1	0.00%	1
	Total	20,558	100.00%	9,301,081

Most Accessed File Types – Help Card

File Type – Identifies types of files by their file extension. For example, a file named graphic.gif is identified as type "gif."

Files – Number of files of the specified type accessed by visitors to your site.

Kbytes Transferred – Number of kilobytes of data transferred for all files of the specified type.

% – Percentage of all kilobytes of data transferred for the specified file type.



This report provides general statistics for the type of data that visitors access on your site.

Most Uploaded Files

This report identifies the most popular files uploaded using FTP PUT, HTTP PUT, or HTTP POST.

No data for this section in the log data analyzed.

Most Uploaded Files - Help Card

3

Files – The path and filename of the uploaded file being analyzed.

Top Uploads – Number of times the specified file was uploaded to your site. If an error occurred during a transfer, the transfer is not counted.

Visits – Number of visits to your site where the specified file was uploaded. A visit is a series of actions that begins when a visitor views their first page from the server, and ends when the visitor leaves the site or remains idle beyond the idle—time limit. The default idle—time limit is thirty minutes. This time limit can be changed by the system administrator.

% – Percentage of times the specified file was uploaded compared with all uploaded files.



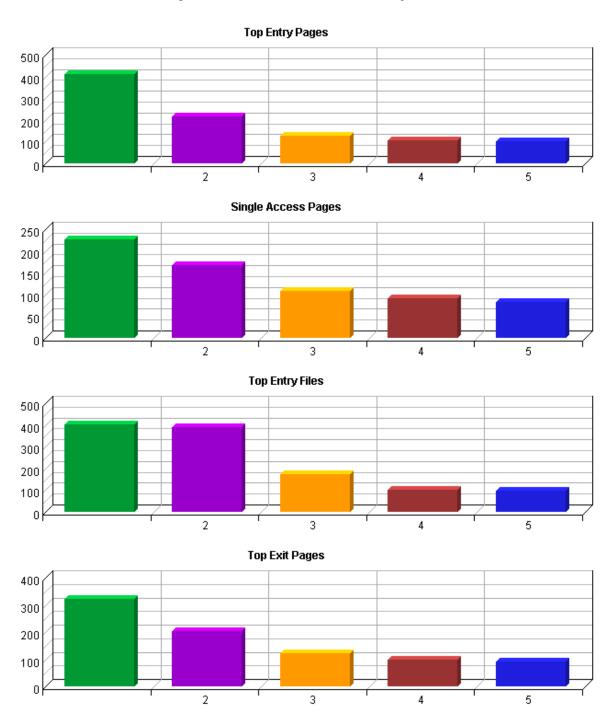
You may want to run virus scans on uploaded files.

Most Uploaded Files 101

102 Most Uploaded Files

Navigation Dashboard

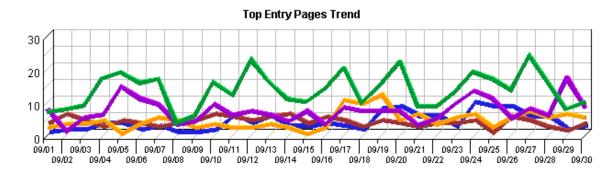
This dashboard summarizes important information related to online navigation.

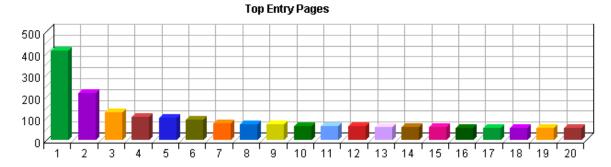


Navigation Dashboard 103

Top Entry Pages

This report identifies the first page viewed when a visitor visits your site. The most common entry page is usually the home page, but other common entry pages include specific URLs that visitors type, pages that have been bookmarked, or pages referred to by other sites.





Top Entry Pages

	Pages	Visits	%
1.	Children's Environmental Health Research Centers US EPA http://es.epa.gov/ncer/childrenscenters/	411	7.85%
2.	Autism and Neurodevelopmental Disorders Children's Environmental Health Resear http://es.epa.gov/ncer/childrenscenters/ autism.html	217	4.14%
3.	University of California – Davis Children's Environmental Health Research Cent http://es.epa.gov/ncer/childrenscenters/ davis.html	125	2.39%
4.	Southern Center on Environmentally–Driven http://es.epa.gov/ncer/childrenscenters/ duke.html	105	2.00%
5.	Columbia University Center for Children's Environmental Health, New York City http://es.epa.gov/ncer/childrenscenters/	100	1.91%

CO	IIIm	hia	html	ı

	Columbia.num		
6.	Pesticides Children's Environmental Health Research Centers US EPA http://es.epa.gov/ncer/childrenscenters/ pesticides. html	94	1.79%
7.	Multimedia Children's Environmental Health Research Centers US EPA http://es.epa.gov/ncer/childrenscenters/multimedia. html	76	1.45%
8.	News: EPA and NIEHS Award \$7.5M Grant to UC Davis for Renewed Autism Research http://es.epa.gov/ncer/childrenscenters/ news_stories/ucdavis_080807.html	74	1.41%
9.	Frequent Questions Children's Environmental Health Research Centers US EPA http://es.epa.gov/ncer/childrenscenters/ faqs.html	71	1.36%
10.	Air Pollutants and Asthma Children's Environmental Health Research Centers U http://es.epa.gov/ncer/childrenscenters/asthma.html	63	1.20%
11.	Environmental Tobacco Smoke Children's Environmental Health Research Centers http://es.epa.gov/ncer/childrenscenters/ smoke.html	62	1.18%
12.	Center Contacts Children's Environmental Health Research Centers US EPA http://es.epa.gov/ncer/childrenscenters/ centercontacts. html	62	1.18%
13.	Community Partnerships Children's Environmental Health Research Centers US EP http://es.epa.gov/ncer/childrenscenters/ communities. html	61	1.16%
14.	University of Washington Center for Child Environmental Health Risks Research http://es.epa.gov/ncer/childrenscenters/ washington. html	61	1.16%
15.	Center for Children's Environmental Health and Disease Prevention at the Harvard http://es.epa.gov/ncer/childrenscenters/ harvard.html	58	1.11%
16.	Mt. Sinai Childrens Environmental Health and Disease Prevention Research Center	57	1.09%

http://es.epa.gov/ncer/childrenscenters/sinai.html	
17. Complex Chemical Mixtures and Heavy Metals Children's Environmental Health Res http://es.epa.gov/ncer/childrenscenters/ chemical.html	1.05%
18. Biographies Children's Environmental 55 Health Research Centers US EPA http://es.epa.gov/ncer/childrenscenters/ biographies. html	1.05%
19. University of Medicine and Dentistry of New Jersey Center for Childhood Neurotox http://es.epa.gov/ncer/childrenscenters/ newjersey.html	1.05%
20. Childrens Environmental Health Center at the University of Southern Calif http://es.epa.gov/ncer/childrenscenters/ usc.html	1.05%
Subtotal 1,917	36.60%
Other 3,320	63.40%
Total 5,237	100.00%

Top Entry Pages – Help Card

Entry Page – The first page viewed during a visit to your web site. If a visit consists only of hits to non-page files, that visit has no entry page. This can cause the total number of entry pages to be less than the total number of visits.

Pages – Any document, dynamic page, or form. Different types of profiles have different default settings for which file extensions qualify a file as a page. These settings can be changed by the Reporting Center system administrator. Any URL containing a question mark is considered a dynamic page.

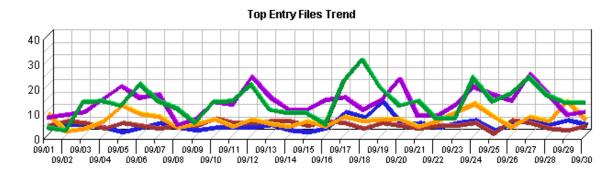
Visits – Number of visits where the specified page was the entry page. A visit is a series of actions that begins when a visitor views their first page from the server, and ends when the visitor leaves the site or remains idle beyond the idle-time limit. The default idle-time limit is thirty minutes. This time limit can be changed by the system administrator.

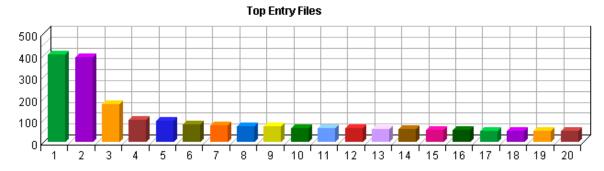
% – Percentage of times this page was the entry page compared with other entry pages.

This information can indicate how you might want to optimize the architecture of your web site based on where your visitors are entering. It can also help you determine which external links are most effective. Consider updating meta tags and links.

Top Entry Files

This report identifies the first hit from a visitor visiting your site. This is most likely the home page but, in some cases it may also be specific URLs that visitors enter to go directly to a particular file or page.





Top Entry Files

	Files	Visits	%
1.	http://es.epa.gov/ncer/ childrenscenters/children.css	404	5.44%
2.	http://es.epa.gov/ncer/ childrenscenters/	390	5.25%
3.	http://es.epa.gov/ncer/ childrenscenters/autism.html	172	2.31%
4.	http://es.epa.gov/ncer/ childrenscenters/duke.html	101	1.36%
5.	http://es.epa.gov/ncer/ childrenscenters/davis.html	96	1.29%
6.	http://es.epa.gov/ncer/ childrenscenters/columbia.html	79	1.06%
7.	http://es.epa.gov/ncer/ childrenscenters/outreach_docs/ AN001135.pdf	76	1.02%
8.	http://es.epa.gov/ncer/ childrenscenters/news_stories/ ucdavis_080807.html	73	0.98%
9.	http://es.epa.gov/ncer/ childrenscenters/mm_menu.js	73	0.98%
10.		64	0.86%

Top Entry Files 109

http://es.epa.gov/ncer/ childrenscenters/pesticides.html		
http://es.epa.gov/ncer/ childrenscenters/multimedia.html	64	0.86%
http://es.epa.gov/ncer/ childrenscenters/faqs.html	62	0.83%
http://es.epa.gov/ncer/ childrenscenters/centercontacts.html	61	0.82%
http://es.epa.gov/ncer/ childrenscenters/outreach_docs/ AN001110.pdf	60	0.81%
http://es.epa.gov/ncer/ childrenscenters/asthma.html	53	0.71%
http://es.epa.gov/ncer/ childrenscenters/chemical.html	53	0.71%
http://es.epa.gov/ncer/ childrenscenters/communities.html	52	0.70%
http://es.epa.gov/ncer/ childrenscenters/washington.html	52	0.70%
http://es.epa.gov/ncer/ childrenscenters/newjersey.html	51	0.69%
http://es.epa.gov/ncer/ childrenscenters/smoke.html	50	0.67%
Subtotal	2,086	28.08%
Other	5,344	71.92%
Total	7,430	100.00%
	childrenscenters/pesticides.html http://es.epa.gov/ncer/ childrenscenters/multimedia.html http://es.epa.gov/ncer/ childrenscenters/faqs.html http://es.epa.gov/ncer/ childrenscenters/centercontacts.html http://es.epa.gov/ncer/ childrenscenters/outreach_docs/ AN001110.pdf http://es.epa.gov/ncer/ childrenscenters/asthma.html http://es.epa.gov/ncer/ childrenscenters/chemical.html http://es.epa.gov/ncer/ childrenscenters/communities.html http://es.epa.gov/ncer/ childrenscenters/washington.html http://es.epa.gov/ncer/ childrenscenters/newjersey.html http://es.epa.gov/ncer/ childrenscenters/newjersey.html http://es.epa.gov/ncer/ childrenscenters/smoke.html Subtotal Other	childrenscenters/pesticides.html http://es.epa.gov/ncer/ childrenscenters/multimedia.html http://es.epa.gov/ncer/ childrenscenters/faqs.html http://es.epa.gov/ncer/ childrenscenters/centercontacts.html http://es.epa.gov/ncer/ childrenscenters/outreach_docs/ AN001110.pdf http://es.epa.gov/ncer/ childrenscenters/asthma.html http://es.epa.gov/ncer/ childrenscenters/chemical.html http://es.epa.gov/ncer/ childrenscenters/communities.html http://es.epa.gov/ncer/ childrenscenters/washington.html http://es.epa.gov/ncer/ childrenscenters/washington.html http://es.epa.gov/ncer/ childrenscenters/sey.html http://es.epa.gov/ncer/ childrenscenters/sewjersey.html http://es.epa.gov/ncer/ childrenscenters/smoke.html Subtotal 2,086 Other

Top Entry Files – Help Card

Files – Refers to the first file loaded to a visitor's browser. Contrast this with the first page loaded to a visitor's browser. The entry page for some visitors is not a formally defined page, so the information in this table and graph include all first hits regardless if the hit was on a formal page or not.

Visits – Number of visits by visitors whose first hit was the specified file. A visit is a series of actions that begins when a visitor views their first page from the server, and ends when the visitor leaves the site or remains idle beyond the idle—time limit. The default idle—time limit is thirty minutes. This time limit can be changed by the system administrator.

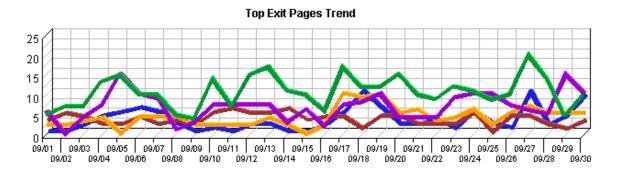
% – Refers to the total numbers of visits.

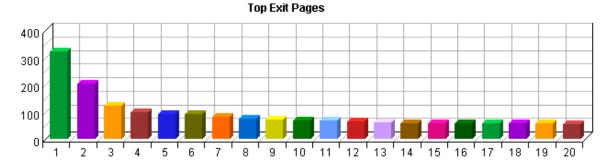
Consider what catches the attention of visitors most quickly and effectively.

110 Top Entry Files

Top Exit Pages

This report identifies the last page visitors viewed before they left your site.





Top Exit Pages

	Pages	Visits	%
1.	Children's Environmental Health Research Centers US EPA http://es.epa.gov/ncer/childrenscenters/	322	6.15%
2.	Autism and Neurodevelopmental Disorders Children's Environmental Health Resear http://es.epa.gov/ncer/childrenscenters/autism.html	203	3.88%
3.	University of California – Davis Children's Environmental Health Research Cent http://es.epa.gov/ncer/childrenscenters/davis.html	121	2.31%
4.	Southern Center on Environmentally–Driven http://es.epa.gov/ncer/childrenscenters/ duke.html	99	1.89%
5.	Pesticides Children's Environmental Health Research Centers US EPA http://es.epa.gov/ncer/childrenscenters/ pesticides. html	93	1.78%
6.	Columbia University Center for	91	1.74%

	Children's Environmental Health, New York City http://es.epa.gov/ncer/childrenscenters/ columbia.html		
7.	Frequent Questions Children's Environmental Health Research Centers US EPA http://es.epa.gov/ncer/childrenscenters/ faqs.html	82	1.57%
8.	Center Contacts Children's Environmental Health Research Centers US EPA http://es.epa.gov/ncer/childrenscenters/ centercontacts. html	76	1.45%
9.	Community Partnerships Children's Environmental Health Research Centers US EP http://es.epa.gov/ncer/childrenscenters/ communities. html	70	1.34%
10.	Environmental Tobacco Smoke Children's Environmental Health Research Centers http://es.epa.gov/ncer/childrenscenters/ smoke.html	68	1.30%
11.	University of Washington Center for Child Environmental Health Risks Research http://es.epa.gov/ncer/childrenscenters/ washington.html	68	1.30%
12.	Air Pollutants and Asthma Children's Environmental Health Research Centers U http://es.epa.gov/ncer/childrenscenters/asthma.html	63	1.20%
13.	Biographies Children's Environmental Health Research Centers US EPA http://es.epa.gov/ncer/childrenscenters/ biographies. html	62	1.18%
14.	Mt. Sinai Childrens Environmental Health and Disease Prevention Research Center http://es.epa.gov/ncer/childrenscenters/ sinai.html	59	1.13%
15.	Results Children's Environmental Health Research Centers US EPA http://es.epa.gov/ncer/childrenscenters/ results.html	59	1.13%
16.	News: EPA and NIEHS Award \$7.5M Grant to UC Davis for Renewed Autism Research http://es.epa.gov/ncer/childrenscenters/ news_stories/ucdavis_080807.html	57	1.09%

17.	Multimedia Children's Environmental Health Research Centers US EPA http://es.epa.gov/ncer/childrenscenters/ multimedia. html	57	1.09%
18.	Childrens Environmental Health Center at the University of Southern Calif http://es.epa.gov/ncer/childrenscenters/ usc.html	56	1.07%
19.	Center for Children's Environmental Health and Disease Prevention at the Harvard http://es.epa.gov/ncer/childrenscenters/ harvard.html	56	1.07%
20.	University of Medicine and Dentistry of New Jersey Center for Childhood Neurotox http://es.epa.gov/ncer/childrenscenters/ newjersey.html	55	1.05%
	Subtotal	1,817	34.69%
	Other	3,421	65.31%
	Total	5,238	100.00%

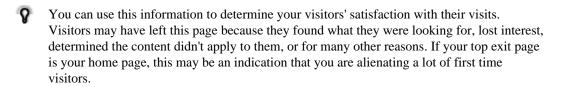
Top Exit Pages – Help Card

Exit Page – The last page viewed during a visit to your web site. If a visit consists only of hits to non–page files, that visit has no exit page. This can cause the total number of exit pages to be less than the total number of visits.

Pages – Any document, dynamic page, or form. Different types of profiles have different default settings for which file extensions qualify a file as a page. These settings can be changed by the Reporting Center system administrator. Any URL containing a question mark is considered a dynamic page.

Visits – Number of visits where the specified page was the exit page. A visit is a series of actions that begins when a visitor views their first page from the server, and ends when the visitor leaves the site or remains idle beyond the idle—time limit. The default idle—time limit is thirty minutes. This time limit can be changed by the system administrator.

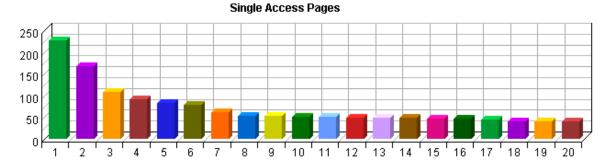
% – Percentage of times this page was the exit page compared with other exit pages.



Single Access Pages

This report identifies the pages on your web site that visitors open, then exit from, without viewing any other page.





Single Access Pages

	Pages	Visits	%
1.	Children's Environmental Health Research Centers US EPA http://es.epa.gov/ncer/childrenscenters/	227	5.63%
2.	Autism and Neurodevelopmental Disorders Children's Environmental Health Resear http://es.epa.gov/ncer/childrenscenters/ autism.html	168	4.17%
3.	University of California – Davis Children's Environmental Health Research Cent http://es.epa.gov/ncer/childrenscenters/davis.html	107	2.65%
4.	Southern Center on Environmentally—Driven http://es.epa.gov/ncer/childrenscenters/ duke.html	91	2.26%
5.	Columbia University Center for Children's Environmental Health, New York City http://es.epa.gov/ncer/childrenscenters/ columbia.html	82	2.03%

Single Access Pages 115

6.	Pesticides Children's Environmental Health Research Centers US EPA http://es.epa.gov/ncer/childrenscenters/ pesticides. html	78	1.94%
7.	Frequent Questions Children's Environmental Health Research Centers US EPA http://es.epa.gov/ncer/childrenscenters/ faqs.html	62	1.54%
8.	University of Washington Center for Child Environmental Health Risks Research http://es.epa.gov/ncer/childrenscenters/ washington. html	53	1.31%
9.	Air Pollutants and Asthma Children's Environmental Health Research Centers U http://es.epa.gov/ncer/childrenscenters/ asthma.html	52	1.29%
10.	Complex Chemical Mixtures and Heavy Metals Children's Environmental Health Res http://es.epa.gov/ncer/childrenscenters/ chemical.html	51	1.27%
11.	Environmental Tobacco Smoke Children's Environmental Health Research Centers http://es.epa.gov/ncer/childrenscenters/ smoke.html	51	1.27%
12.	Center for Children's Environmental Health and Disease Prevention at the Harvard http://es.epa.gov/ncer/childrenscenters/ harvard.html	49	1.22%
13.	News: EPA and NIEHS Award \$7.5M Grant to UC Davis for Renewed Autism Research http://es.epa.gov/ncer/childrenscenters/ news_stories/ucdavis_080807.html	49	1.22%
14.	Community Partnerships Children's Environmental Health Research Centers US EP http://es.epa.gov/ncer/childrenscenters/ communities. html	48	1.19%
15.	Mt. Sinai Childrens Environmental Health and Disease Prevention Research Center http://es.epa.gov/ncer/childrenscenters/ sinai.html	47	1.17%
16.	Childrens Environmental Health Center at the University of Southern Calif http://es.epa.gov/ncer/childrenscenters/	46	1.14%

116 Single Access Pages

	usc.html		
17.	University of Medicine and Dentistry of New Jersey Center for Childhood Neurotox http://es.epa.gov/ncer/childrenscenters/ newjersey.html	45	1.12%
18.	Biographies Children's Environmental Health Research Centers US EPA http://es.epa.gov/ncer/childrenscenters/ biographies. html	41	1.02%
19.	Additional Resources Children's Environmental Health Research Centers US EPA http://es.epa.gov/ncer/childrenscenters/ additional_resources.html	40	0.99%
20.	Multimedia Children's Environmental Health Research Centers US EPA http://es.epa.gov/ncer/childrenscenters/ multimedia. html	40	0.99%
	Subtotal	1,427	35.40%
	Other	2,604	64.60%
	Total	4,031	100.00%

Single Access Pages – Help Card

Single Access Page – A page on your web site that visitors open, then exit from, without viewing any other page. To qualify, the visit must be to a page with a valid document type. If the visit is to a document with a different type (such as a graphic or sound file), the file does not count as a single access page, and the visit is not included in the total. Such visits are often the result of other sites referencing a specific downloadable file or graphic on your site. In these cases, a visit may have a single hit to a non–document type file, and will not be counted in the percentage calculations.

Pages – Any document, dynamic page, or form. Different types of profiles have different default settings for which file extensions qualify a file as a page. These settings can be changed by the Reporting Center system administrator. Any URL containing a question mark is considered a dynamic page.

Visits – Number of visits where the specified page was the exit page. A visit is a series of actions that begins when a visitor views their first page from the server, and ends when the visitor leaves the site or remains idle beyond the idle–time limit. The default idle–time limit is thirty minutes. This time limit can be changed by the system administrator.

% – Percentage of times this page was a single access page compared with other single access pages.

This information can be helpful when considering the design of the site with respect to the kind of visitors you attract. Consider how well these pages convey your message. Do they

Single Access Pages 117

need improvement to extend visits, or is it possible that are you attracting the wrong visitors?

Top Paths Through Site

This report tracks visitor activity beginning with their entry page into the site—the first page they open—then all subsequent pages during their visit. The default definition for a page in this context is defined as a document ending with the extension .htm, .html, or .asp. This definition can be changed by the system administrator.

Top Paths Through Site

Starting Page	Paths from Start	Visits	•
All Entry Pages		268	5.12
	1. Children's Environmental		
	Health Research Centers US		
	EPA		
	http://es.epa.gov/ncer/ childrenscenters/		
	childrenscenters/		
		171	3.26
	1. Autism and		
	Neurodevelopmental Disorders Children's Environmental		
	Health Resear		
	http://es.epa.gov/ncer/		
	childrenscenters/autism.html		
	childrenscenters, addisminim	115	2.20
	1 University of Colifornia Davis	115	2.20
	1. University of California – Davis Children's Environmental		
	Health Research Cent		
	http://es.epa.gov/ncer/		
	childrenscenters/davis.html		
		93	1.78
	1. Southern Center on	93	1.70
	Environmentally-Driven		
	http://es.epa.gov/ncer/		
	childrenscenters/duke.html		
		86	1.64
	1. Pesticides Children's	00	1.0
	Environmental Health Research		
	Centers US EPA		
	http://es.epa.gov/ncer/		
	childrenscenters/pesticides.html		
		84	1.60
	1. Columbia University Center for		
	Children's Environmental		
	Health, New York City		
	http://es.epa.gov/ncer/		
	childrenscenters/columbia.html		
		62	1.18
	1. Frequent Questions Children's		
	Environmental Health Research		
	Centers US EPA		
	http://es.epa.gov/ncer/		
	childrenscenters/faqs.html		

1. Environmental Tobacco Smoke Children's Environmental Health Research Centers http://es.epa.gov/ncer/ childrenscenters/smoke.html	59	1.13%
1. Center Contacts Children's Environmental Health Research Centers US EPA http://es.epa.gov/ncer/	58	1.11%
childrenscenters/centercontacts.html	53	1.01%
1. University of Washington Center for Child Environmental Health Risks Research http://es.epa.gov/ncer/ childrenscenters/washington.html		
2	52	0.99%
1. Air Pollutants and Asthma Children's Environmental Health Research Centers U http://es.epa.gov/ncer/ childrenscenters/asthma.html		
	51	0.97%
1. Complex Chemical Mixtures and Heavy Metals Children's Environmental Health Res http://es.epa.gov/ncer/ childrenscenters/chemical.html		
1. News: EPA and NIEHS Award \$7.5M Grant to UC Davis for Renewed Autism Research http://es.epa.gov/ncer/ childrenscenters/news_stories/ ucdavis 080807.html	50	0.95%
dedavis_00000/.html	49	0.94%
1. Center for Children's Environmental Health and Disease Prevention at the Harvard http://es.epa.gov/ncer/ childrenscenters/harvard.html		
1. Community Partnerships Children's Environmental Health Research Centers US EP http://es.epa.gov/ncer/	49	0.94%
childrenscenters/communities.html		
1. Mt. Sinai Childrens Environmental Health and	49	0.94%

Disease Prevention Research Center

http://es.epa.gov/ncer/childrenscenters/sinai.html

1. Children's Environmental Health Center at the University of Southern Calif http://es.epa.gov/ncer/

childrenscenters/usc.html 46 0.88%

1. University of Medicine and Dentistry of New Jersey Center for Childhood Neurotox http://es.epa.gov/ncer/ childrenscenters/newjersey.html

42 0.80%

48

0.92%

1. Additional Resources | Children's Environmental Health Research Centers | US EPA

http://es.epa.gov/ncer/ childrenscenters/ additional_resources.html

41 0.78%

1. Multimedia | Children's Environmental Health Research Centers | US EPA

http://es.epa.gov/ncer/ childrenscenters/multimedia.html

Top Paths Through Site – Help Card

Path Through Site – The sequence of pages a visitor views, from the entry page to the exit page.

Paths From Start – With the exception of the starting page, this column lists the pages of the top paths taken through your site. The paths listed are limited to the paths configured for path analysis for this profile. These lists are grouped so that more than one row has the same starting page. To see the starting page for each of these lists, look in the Starting Page column and find the first entry up from the Paths from Start row.

Starting Page - The first page, or entry page, in the full path visitors take through your site.

Visits – Number of visits where the specified path was followed. A visit is a series of actions that begins when a visitor views their first page from the server, and ends when the visitor leaves the site or remains idle beyond the idle—time limit. The default idle—time limit is thirty minutes. This time limit can be changed by the system administrator.

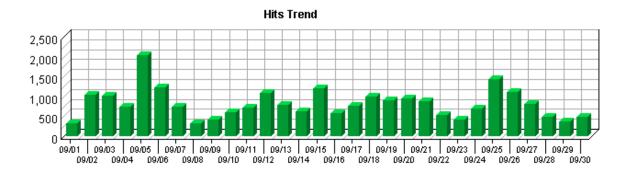
% – Percentage of times that the specified path through your site was taken compared to all other listed paths through your site.

U

Use this information to evaluate the design of your web site. Where do your visitors go once they reach your site? Which pages are visited first? Do your visitors appear to be looking for pages that should be more accessible?

Technical Dashboard

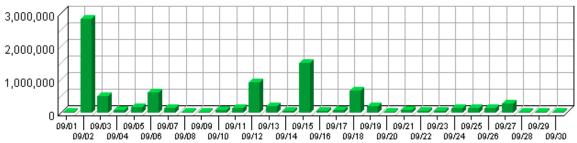
This dashboard summarizes important information related to online technical activity.



Hit Summary

Successful Hits for Entire Site	24,317
Average Hits per Day	810
Home Page Hits	628





Technical Statistics

Total Hits	31,573	100%
Successful Hits	24,317	77.02%
Failed Hits	7,256	22.98%
Cached Hits	3,759	11.91%

Technical Dashboard 123

124 Technical Dashboard

Page Views Trend

This report helps you determine the bandwidth requirements of your web site by tracking page views over the course of the report period.



Page Views Trend

Time Interval	Page Views	%
09/01	151	1.11%
09/02	611	4.49%
09/03	576	4.23%
09/04	366	2.69%
09/05	1,404	10.31%
09/06	802	5.89%
09/07	353	2.59%
09/08	162	1.19%
09/09	148	1.09%
09/10	243	1.78%
09/11	299	2.19%
09/12	495	3.63%
09/13	429	3.15%
09/14	401	2.94%
09/15	840	6.17%
09/16	364	2.67%
09/17	364	2.67%
09/18	537	3.94%
09/19	466	3.42%
09/20	553	4.06%
09/21	607	4.46%
09/22	334	2.45%
09/23	231	1.70%
09/24	329	2.42%
09/25	754	5.53%

Page Views Trend 125

09/26	690	5.06%
09/27	391	2.87%
09/28	271	1.99%
09/29	166	1.22%
09/30	286	2.10%
Total	13,623	100.00%

Page Views Trend - Help Card



Page – Any document, dynamic page, or form. Different types of profiles have different default settings for which file extensions qualify a file as a page. These settings can be changed by the Reporting Center system administrator. Any URL containing a question mark is considered a dynamic page.

Page View – A hit to any file classified as a page. In order to view a web page with embedded images, for example, a browser must retrieve multiple files. The page and its embedded files counts as a single page view.

Time Interval – A one–year report displays monthly time increments. A one–quarter report displays weekly time increments. A one–month report or a one–week report displays daily time increments. A daily report displays hourly time increments. An hour–long interval marked 12:00, for example, includes all activity between 12:00 and 12:59.

% – Percentage of total page views that occurred during the specified time interval.

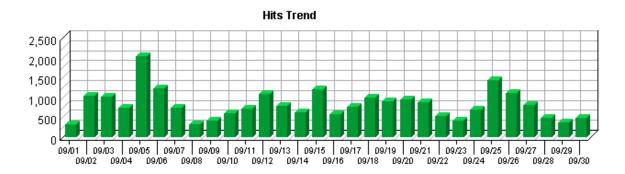


Periods of less activity can be considered good times for maintenance and content improvement.

126 Page Views Trend

Hits Trend

This report helps you learn the bandwidth requirements of your site by tracking hits over the course of the report period.



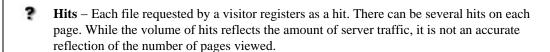
Hits Trend

Time Interval	Hits	%
09/01	315	1.30%
09/02	1,040	4.28%
09/03	1,021	4.20%
09/04	741	3.05%
09/05	2,030	8.35%
09/06	1,231	5.06%
09/07	736	3.03%
09/08	329	1.35%
09/09	411	1.69%
09/10	597	2.46%
09/11	709	2.92%
09/12	1,085	4.46%
09/13	789	3.24%
09/14	632	2.60%
09/15	1,198	4.93%
09/16	584	2.40%
09/17	774	3.18%
09/18	1,002	4.12%
09/19	893	3.67%
09/20	945	3.89%
09/21	883	3.63%
09/22	543	2.23%
09/23	426	1.75%
09/24	689	2.83%
09/25	1,424	5.86%

Hits Trend 127

09/26	1,113	4.58%
09/27	821	3.38%
09/28	487	2.00%
09/29	376	1.55%
09/30	493	2.03%
Total	24,317	100.00%

Hits Trend – Help Card



Time Interval – A one–year report displays monthly time increments. A one–quarter report displays weekly time increments. A one–month report or a one–week report displays daily time increments. A daily report displays hourly time increments. An hour–long interval marked 12:00, for example, includes all activity between 12:00 and 12:59.

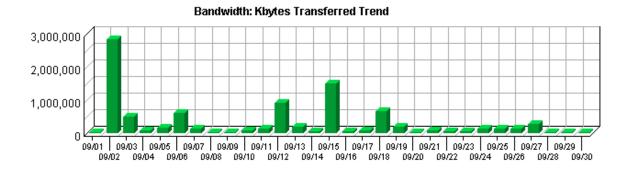
% – Percentage of hits that occurred during the specified time interval.

Periods of less activity can be considered good times for maintenance and content improvement.

128 Hits Trend

Bandwidth: Kbytes Transferred Trend

This report helps you see the bandwidth requirements of your site by tracking kilobytes transferred over the course of the report period.



Bandwidth: Kbytes Transferred Trend

Time Interval	Kbytes Transferred	%
09/01	26,033	0.28%
09/02	2,837,850	30.51%
09/03	491,751	5.29%
09/04	93,129	1.00%
09/05	179,438	1.93%
09/06	611,036	6.57%
09/07	125,829	1.35%
09/08	16,821	0.18%
09/09	37,579	0.40%
09/10	86,197	0.93%
09/11	133,874	1.44%
09/12	913,877	9.83%
09/13	192,761	2.07%
09/14	57,947	0.62%
09/15	1,502,311	16.15%
09/16	62,954	0.68%
09/17	75,175	0.81%
09/18	659,554	7.09%
09/19	185,736	2.00%
09/20	32,387	0.35%
09/21	95,261	1.02%
09/22	54,846	0.59%
09/23	53,939	0.58%
09/24	135,388	1.46%
09/25	150,070	1.61%

09/26	150,324	1.62%
09/27	274,280	2.95%
09/28	22,394	0.24%
09/29	14,255	0.15%
09/30	28,098	0.30%
Total	9,301,081	100.00%

Bandwidth: Kbytes Transferred Trend - Help Card

Kbytes Transferred – Number of kilobytes of data transferred during the specified time interval.

Time Interval – A one–year report displays monthly time increments. A one–quarter report displays weekly time increments. A one–month report or a one–week report displays daily time increments. A daily report displays hourly time increments. An hour–long interval marked 12:00, for example, includes all activity between 12:00 and 12:59.

% – Percentage of total kilobytes of data transferred that were transferred during the specified time interval.

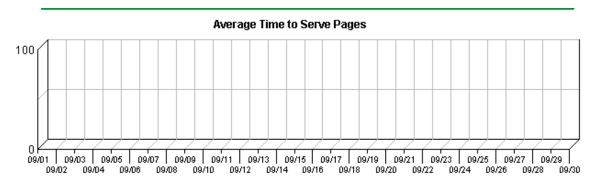


Periods of less activity can be considered good times for maintenance and content improvement.

Average Time to Serve Pages

This report displays the average amount of time (in milliseconds) it takes to serve pages.

Note: Not all web servers log the information necessary to create this report.



Average Time to Serve Pages

Time Interval	Total Time to Serve	Pages Served	Average Time to Serve
09/01	0	151	0
09/02	0	611	0
09/03	0	576	0
09/04	0	366	0
09/05	0	1,404	0
09/06	0	802	0
09/07	0	353	0
09/08	0	162	0
09/09	0	148	0
09/10	0	243	0
09/11	0	299	0
09/12	0	495	0
09/13	0	429	0
09/14	0	401	0
09/15	0	840	0
09/16	0	364	0
09/17	0	364	0
09/18	0	537	0
09/19	0	466	0
09/20	0	553	0
09/21	0	607	0
09/22	0	334	0
09/23	0	231	0
09/24	0	329	0
09/25	0	754	0

09/26	0	690	0
09/27	0	391	0
09/28	0	271	0
09/29	0	166	0
09/30	0	286	0
Total	0	13,623	0.0

Average Time to Serve Pages - Help Card

Pages – Any document, dynamic page, or form. Different types of profiles have different default settings for which file extensions qualify a file as a page. These settings can be changed by the Reporting Center system administrator. Any URL containing a question mark is considered a dynamic page.

Time Interval – A one–year report displays monthly time increments. A one–quarter report displays weekly time increments. A one–month report or a one–week report displays daily time increments. A daily report displays hourly time increments. An hour–long interval marked 12:00, for example, includes all activity between 12:00 and 12:59.

Total Time to Serve – The total amount of time the server spent serving documents during the specified time interval.

Pages Served – Number of pages served to visitors during the specified time interval.

Average Time to Serve – Average amount of time (in milliseconds) it took to serve each document during the specified time interval. The time to serve spans from the time the server got a page request until it transmitted all the data.

Note: Zero values in this column probably indicates that your web server is not logging Time to Serve information.

Consider increasing your available bandwidth if the times to serve spike at rates disproportionate to the number of documents served during the same time interval. If you see this problem and have enough bandwidth, your server power may be a factor.

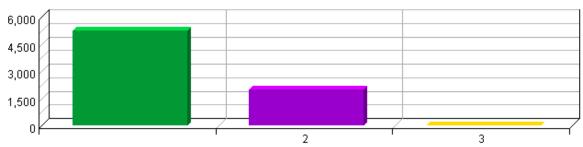
Errors Dashboard

This displays key graphs and tables that provide an overview of the Errors chapter. Click on the title of a graph or table to navigate to the corresponding page.

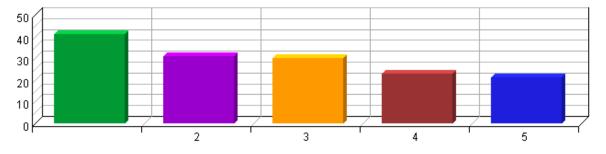
Technical Statistics

Total Hits	31,573	100%
Successful Hits	24,317	77.02%
Failed Hits	7,256	22.98%
Cached Hits	3,759	11.91%





File Not Found Errors

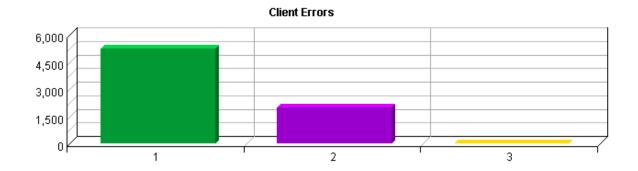


Errors Dashboard 133

134 Errors Dashboard

Client Errors

This report identifies the error codes from the browsers accessing your server.



Client Errors

	HTTP Status Codes	Hits	%
1.	403 Forbidden Access	5,249	72.34%
2.	404 Page or File Not Found	1,992	27.45%
3.	405 Method Not Allowed	15	0.21%
	Total	7,256	100.00%

Client Errors - Help Card

5

Client Errors – An error caused by a problem on your visitor's end of the web site connection. The server is not responsible for client errors.

Hits – Number of failed hits that returned this status code.

HTTP Status Codes – The status code for the specific error that occurred.

% – Percentage of total failed hits that returned this status code.

0

Use this page to determine what maintenance is necessary.

Client Errors 135

136 Client Errors

File Not Found Errors

This report identifies files that returned "404 - Not Found" or "410 - Gone" errors from your server.



File Not Found Errors

	Files Not Found and Referring URL	Hits	%
1.	/ncer/childrenscenters/events/ children.css http://es.epa.gov/ncer/ childrenscenters/events/10_10_2007. html	41	2.06%
2.	/ncer/childrenscenters/ eskenazi2004/ (no referrer)	31	1.56%
3.	/ncer/childrenscenters/ news_stories/children.css http://es.epa.gov/ncer/ childrenscenters/news_stories/ ucdavis_080807.html	30	1.51%
4.	/ncer/childrenscenters/ full_text/children.css (no referrer)	23	1.15%
5.	/ncer/childrenscenters/ outreach_docs/flvFiles2/children.css http://es.epa.gov/ncer/ childrenscenters/outreach_docs/ flvFiles2/columbiachildrenb.html	21	1.05%
6.	/ncer/childrenscenters/ outreach_docs/flvFiles2/children.css http://es.epa.gov/ncer/ childrenscenters/outreach_docs/ flvFiles2/children_and_asthma_seg3b. html	20	1.00%
7.	/ncer/childrenscenters/ news_stories/additional_resources. html http://es.epa.gov/ncer/ childrenscenters/news_stories/ centersEHP1006.html	20	1.00%
8.	/ncer/childrenscenters/ news_stories/children.css http://es.epa.gov/ncer/	19	0.95%

File Not Found Errors 137

	childrenscenters/news_stories/ mtsinai_2006.html		
9.	/ncer/childrenscenters/ news_stories/children.css http://es.epa.gov/ncer/ childrenscenters/news_stories/ centersEHP1006.html	19	0.95%
10.	/ncer/childrenscenters/ news_stories/children.css http://es.epa.gov/ncer/ childrenscenters/news_stories/ duke051507.html	18	0.90%
11.	/ncer/childrenscenters/ outreach_docs/children.css http://es.epa.gov/ncer/ childrenscenters/outreach_docs/ breath_of_air_trans3.html	18	0.90%
12.	/ncer/childrenscenters/ outreach_docs/flvFiles2/children.css http://es.epa.gov/ncer/ childrenscenters/outreach_docs/ flvFiles2/children_and_asthma_seg2b. html	17	0.85%
13.	/ncer/childrenscenters/ outreach_docs/children.css http://es.epa.gov/ncer/ childrenscenters/outreach_docs/ home_lead_segment.html	17	0.85%
14.	/ncer/childrenscenters/ outreach_docs/multimedia.html (no referrer)	16	0.80%
15.	/ncer/childrenscenters/full- text/33944.html (no referrer)	16	0.80%
16.	/ncer/childrenscenters/ outreach_docs/flvFiles2/children.css http://es.epa.gov/ncer/ childrenscenters/outreach_docs/ flvFiles2/black_issues_forum_2a. html	16	0.80%
17.	/ncer/childrenscenters/ outreach_docs/children.css http://es.epa.gov/ncer/ childrenscenters/outreach_docs/ breath_of_air_trans.html	15	0.75%
18.	/ncer/childrenscenters/ news_stories/children.css (no referrer)	14	0.70%
19.	/ncer/childrenscenters/ outreach_docs/flvFiles2/children.css http://es.epa.gov/ncer/ childrenscenters/outreach_docs/ flvFiles2/black_issues_forum_1a. html	14	0.70%

138 File Not Found Errors

20.	/ncer/childrenscenters/ news_stories/children.css http://es.epa.gov/ncer/ childrenscenters/news_stories/ umdnj_021807.html	14	0.70%
	Subtotal	399	20.03%
	Other	1,593	79.97%
	Total	1,992	100.00%

File Not Found Errors - Help Card

Hits – Number of times a request for this file returned a "404 – Not Found" error or a "410 – Gone" error from your server.

Files – This column lists the file that could not be found and the URL of the referrer (if known).

% – Percentage of the total 404 and 410 errors that were for this file.

Check the links to all pages and files listed in this table. The files were either moved or they no longer exist, and the links are no longer successful.

File Not Found Errors 139

140 File Not Found Errors

Server Errors

This report lists the errors which occurred on the server.

These errors did not occur in the log data during the requested reporting period.

Server Errors - Help Card

5

Hits – Number of failed hits of the type specified in the "Pages" column. Each file requested by a visitor registers as a hit. There can be several hits on each page. While the volume of hits reflects the amount of server traffic, it is not an accurate reflection of the number of pages viewed.

HTTP Status Codes – The status code for the specific error that occurred.

% – Percentage of failed hits that were of the specified type.



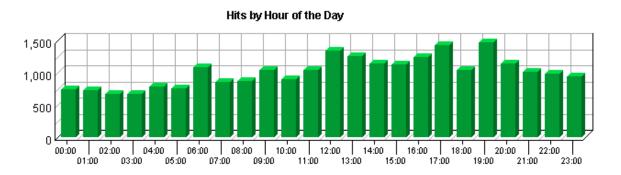
Use this page to determine what maintenance is necessary.

Server Errors 141

142 Server Errors

Activity Dashboard

This displays key graphs and tables that provide an overview of the Activity chapter. Click on the title of a graph or table to navigate to the corresponding page.

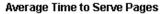


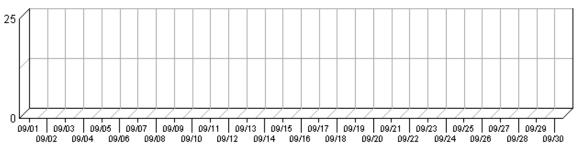
Most Active Summary

Most Active Date	September 05, 2007
Number of Hits on Most Active Date	2,030
Most Active Day of the Week	Wed
Most Active Hour of the Day	19:00-19:59

Activity on Weekdays Summary

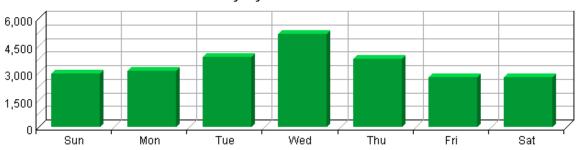
Total Hits Weekdays	18,602
Total Visits Weekdays	5,549
Average Number of Visits per day on Weekdays	277
Average Number of Hits per day on Weekdays	930





Activity Dashboard 143

Hits by Day of the Week



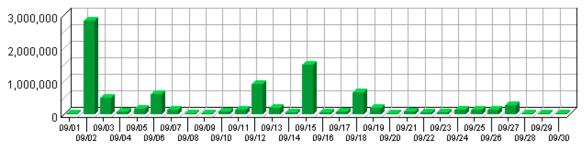
Least Active Summary

Least Active Date	September 01, 2007
Number of Hits on Least Active Date	315
Least Active Day of the Week	Fri
Least Active Hour of the Day	02:00-02:59

Activity on Weekends Summary

Total Hits Weekend	5,715
Total Visits Weekend	1,881
Average Number of Visits per Weekend	376
Average Number of Hits per Weekend	1,143

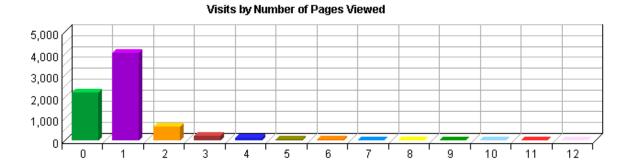




144 Activity Dashboard

Visits by Number of Pages Viewed

This report shows you how many times visitors viewed one page, how many viewed two pages, etc.



Visits by Number of Pages Viewed

Number of Pages Viewed	Visits	%
0	2,193	29.51%
1	4,031	54.25%
2	616	8.29%
3	216	2.91%
4	112	1.51%
5	56	0.75%
6	41	0.55%
7	20	0.27%
8	15	0.20%
9	19	0.26%
10	12	0.16%
11	14	0.19%
12	5	0.07%
Subtotal	7,350	98.91%
Other	81	1.09%
Total	7,431	100.00%

Visits by Number of Pages Viewed - Help Card

Number of Pages Viewed – The number of pages viewed during a visit. If the visitor viewed only non–page files such as a .gif or a .jpeg, the count of pages viewed is zero for that visit.

Visits – Number of visits by visitors who viewed the specified number of pages. A visit is a series of actions that begins when a visitor views their first page from the server, and ends when the visitor leaves the site or remains idle beyond the idle–time limit. The default

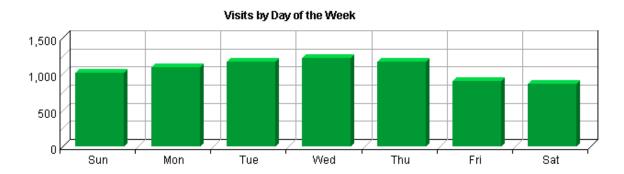
idle-time limit is thirty minutes. This time limit can be changed by the system administrator.

% – Percentage of total visits by people who viewed the specified number of pages.

You can use this information to quickly find out the number and percentages of viewers who read a given number of pages on your site. If most visitors only view a few pages, it may indicate that they cannot find the content they are looking for.

Visits by Day of the Week

This report shows the activity for each day of the week within the reporting period. Unsuccessful hits are not included.



Visits by Day of the Week

Day	Visits	%
Sun	1,021	13.74%
Mon	1,091	14.68%
Tue	1,164	15.67%
Wed	1,220	16.42%
Thu	1,167	15.71%
Fri	907	12.21%
Sat	860	11.57%
Total Weekend	1,881	25.32%
Total Weekdays	5,549	74.68%
Total	7,430	100.00%

Visits by Day of the Week - Help Card

3

Day – Specified day of the week being tracked.

Visits – Number of visits on the specified day of the week. If the report period is longer than one week, and there are, for example, two Mondays, the value represented includes the combined total of both Mondays. A visit is a series of actions that begins when a visitor views their first page from the server, and ends when the visitor leaves the site or remains idle beyond the idle–time limit. The default idle–time limit is thirty minutes. This time limit can be changed by the system administrator.

% – Percentage of total visits that occurred on the specified day of the week.

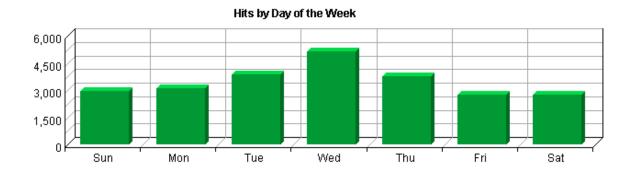
B

Number of visits on the specified day of the week. If the report period is longer than one

week, and there are, for example, two Mondays, the value represented includes the combined total of both Mondays. A visit is a series of actions that begins when a visitor views their first page from the server, and ends when the visitor leaves the site or remains idle beyond the idle—time limit. The default idle—time limit is thirty minutes. This time limit can be changed by the system administrator.

Hits by Day of the Week

This report shows the activity for each day of the week within the reporting period. Unsuccessful hits are not included.



Hits by Day of the Week

Day	Hits	%
Sun	2,954	12.15%
Mon	3,081	12.67%
Tue	3,876	15.94%
Wed	5,121	21.06%
Thu	3,786	15.57%
Fri	2,738	11.26%
Sat	2,761	11.35%
Total Weekend	5,715	23.50%
Total Weekdays	18,602	76.50%
Total	24,317	100.00%

Hits by Day of the Week - Help Card

3

Day – Specified day of the week being tracked.

Hits – Number of hits on the specified day of the week. Each file requested by a visitor registers as a hit. There can be several hits on each page. While the volume of hits reflects the amount of server traffic, it is not an accurate reflection of the number of pages viewed.

% – Percentage of total hits that occurred on the specified day of the week.

Q

Days of less activity should be considered good days for maintenance and content improvement.

Visits by Hour of the Day

This report shows activity for each hour of the day. It also shows the most and the least active hours of the day for the report period.



Visits by Hour of the Day

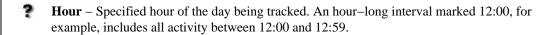
Hour	Visits	%
00:00	264	3.55%
01:00	248	3.34%
02:00	233	3.14%
03:00	231	3.11%
04:00	227	3.06%
05:00	207	2.79%
06:00	234	3.15%
07:00	260	3.50%
08:00	269	3.62%
09:00	366	4.93%
10:00	359	4.83%
11:00	387	5.21%
12:00	395	5.32%
13:00	419	5.64%
14:00	388	5.22%
15:00	367	4.94%
16:00	344	4.63%
17:00	349	4.70%
18:00	324	4.36%
19:00	306	4.12%
20:00	291	3.92%
21:00	338	4.55%
22:00	322	4.33%
23:00	302	4.06%
Total Visits during Work Hours (8:00am-5:00pm)	3,294	44.33%

Total Visits during After Hours (5:01pm-7:59am)	4,136	55.67%
Total	7,430	100.00%

Summary of Visits by Hour of the Day

Most Active Hour of the Day	13:00-13:59
Least Active Hour of the Day	05:00-05:59

Visits by Hour of the Day - Help Card



Least Active Hour of the Day – The specific hour of the day that had the fewest number of hits.

Most Active Hour of the Day – The specific hour of the day that had the largest number of visits

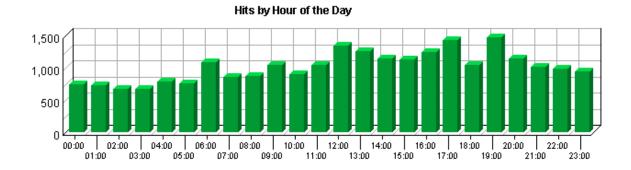
Visits – Number of visits to your site during the specified hour. If there are several days in the report period, the value presented is the sum of all visits during that hour for all days. All times are referenced to the location of the system running the analysis. A visit is a series of actions that begins when a visitor views their first page from the server, and ends when the visitor leaves the site or remains idle beyond the idle–time limit. The default idle–time limit is thirty minutes. This time limit can be changed by the system administrator.

% – Percentage of visits to your site that occurred during the specified hour.

This information can be used to determine which hour of the day is best for system maintenance.

Hits by Hour of the Day

This report shows the most and the least active hour of the day for the report period. The second table breaks down activity for the given report period to show the average activity for each individual hour of the day. If there are several days in the report period, the value presented is the sum of all hits during that period of time for all days. All times are referenced to the location of the system running the analysis.



Hits by Hour of the Day

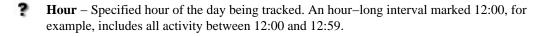
00:00 745 3.06% 01:00 728 2.99% 02:00 670 2.76% 03:00 674 2.77% 04:00 791 3.25% 05:00 759 3.12% 06:00 1,087 4.47% 07:00 859 3.53% 08:00 872 3.59% 09:00 1,043 4.29% 10:00 900 3.70% 11:00 1,042 4.29% 12:00 1,336 5.49% 13:00 1,256 5.17% 14:00 1,139 4.68% 15:00 1,135 4.67% 16:00 1,245 5.12% 17:00 1,429 5.88% 18:00 1,043 4.29% 19:00 1,476 6.07% 20:00 1,140 4.69% 21:00 983 4.04% 23:00 945 3.89%	Hour	Hits	%
02:00 670 2.76% 03:00 674 2.77% 04:00 791 3.25% 05:00 759 3.12% 06:00 1,087 4.47% 07:00 859 3.53% 08:00 872 3.59% 09:00 1,043 4.29% 10:00 900 3.70% 11:00 1,042 4.29% 12:00 1,336 5.49% 13:00 1,256 5.17% 14:00 1,139 4.68% 15:00 1,135 4.67% 16:00 1,245 5.12% 17:00 1,429 5.88% 18:00 1,043 4.29% 19:00 1,476 6.07% 20:00 1,140 4.69% 21:00 983 4.04%	00:00	745	3.06%
03:00 674 2.77% 04:00 791 3.25% 05:00 759 3.12% 06:00 1,087 4.47% 07:00 859 3.53% 08:00 872 3.59% 09:00 1,043 4.29% 10:00 900 3.70% 11:00 1,042 4.29% 12:00 1,336 5.49% 13:00 1,256 5.17% 14:00 1,139 4.68% 15:00 1,135 4.67% 16:00 1,245 5.12% 17:00 1,429 5.88% 18:00 1,043 4.29% 19:00 1,476 6.07% 20:00 1,140 4.69% 21:00 983 4.04%	01:00	728	2.99%
04:00 791 3.25% 05:00 759 3.12% 06:00 1,087 4.47% 07:00 859 3.53% 08:00 872 3.59% 09:00 1,043 4.29% 10:00 900 3.70% 11:00 1,042 4.29% 12:00 1,336 5.49% 13:00 1,256 5.17% 14:00 1,139 4.68% 15:00 1,135 4.67% 16:00 1,245 5.12% 17:00 1,429 5.88% 18:00 1,043 4.29% 19:00 1,476 6.07% 20:00 1,140 4.69% 21:00 1,020 4.19% 22:00 983 4.04%	02:00	670	2.76%
05:00 759 3.12% 06:00 1,087 4.47% 07:00 859 3.53% 08:00 872 3.59% 09:00 1,043 4.29% 10:00 900 3.70% 11:00 1,042 4.29% 12:00 1,336 5.49% 13:00 1,256 5.17% 14:00 1,139 4.68% 15:00 1,135 4.67% 16:00 1,245 5.12% 17:00 1,429 5.88% 18:00 1,043 4.29% 19:00 1,476 6.07% 20:00 1,140 4.69% 21:00 1,020 4.19% 22:00 983 4.04%	03:00	674	2.77%
06:00 1,087 4.47% 07:00 859 3.53% 08:00 872 3.59% 09:00 1,043 4.29% 10:00 900 3.70% 11:00 1,042 4.29% 12:00 1,336 5.49% 13:00 1,256 5.17% 14:00 1,139 4.68% 15:00 1,135 4.67% 16:00 1,245 5.12% 17:00 1,429 5.88% 18:00 1,043 4.29% 19:00 1,476 6.07% 20:00 1,140 4.69% 21:00 1,020 4.19% 22:00 983 4.04%	04:00	791	3.25%
07:00 859 3.53% 08:00 872 3.59% 09:00 1,043 4.29% 10:00 900 3.70% 11:00 1,042 4.29% 12:00 1,336 5.49% 13:00 1,256 5.17% 14:00 1,139 4.68% 15:00 1,135 4.67% 16:00 1,245 5.12% 17:00 1,429 5.88% 18:00 1,043 4.29% 19:00 1,476 6.07% 20:00 1,140 4.69% 21:00 1,020 4.19% 22:00 983 4.04%	05:00	759	3.12%
08:00 872 3.59% 09:00 1,043 4.29% 10:00 900 3.70% 11:00 1,042 4.29% 12:00 1,336 5.49% 13:00 1,256 5.17% 14:00 1,139 4.68% 15:00 1,135 4.67% 16:00 1,245 5.12% 17:00 1,429 5.88% 18:00 1,043 4.29% 19:00 1,476 6.07% 20:00 1,140 4.69% 21:00 1,020 4.19% 22:00 983 4.04%	06:00	1,087	4.47%
09:00 1,043 4.29% 10:00 900 3.70% 11:00 1,042 4.29% 12:00 1,336 5.49% 13:00 1,256 5.17% 14:00 1,139 4.68% 15:00 1,135 4.67% 16:00 1,245 5.12% 17:00 1,429 5.88% 18:00 1,043 4.29% 19:00 1,476 6.07% 20:00 1,140 4.69% 21:00 1,020 4.19% 22:00 983 4.04%	07:00	859	3.53%
10:00 900 3.70% 11:00 1,042 4.29% 12:00 1,336 5.49% 13:00 1,256 5.17% 14:00 1,139 4.68% 15:00 1,135 4.67% 16:00 1,245 5.12% 17:00 1,429 5.88% 18:00 1,043 4.29% 19:00 1,476 6.07% 20:00 1,140 4.69% 21:00 1,020 4.19% 22:00 983 4.04%	08:00	872	3.59%
11:00 1,042 4.29% 12:00 1,336 5.49% 13:00 1,256 5.17% 14:00 1,139 4.68% 15:00 1,135 4.67% 16:00 1,245 5.12% 17:00 1,429 5.88% 18:00 1,043 4.29% 19:00 1,476 6.07% 20:00 1,140 4.69% 21:00 1,020 4.19% 22:00 983 4.04%	09:00	1,043	4.29%
12:00 1,336 5.49% 13:00 1,256 5.17% 14:00 1,139 4.68% 15:00 1,135 4.67% 16:00 1,245 5.12% 17:00 1,429 5.88% 18:00 1,043 4.29% 19:00 1,476 6.07% 20:00 1,140 4.69% 21:00 1,020 4.19% 22:00 983 4.04%	10:00	900	3.70%
13:00 1,256 5.17% 14:00 1,139 4.68% 15:00 1,135 4.67% 16:00 1,245 5.12% 17:00 1,429 5.88% 18:00 1,043 4.29% 19:00 1,476 6.07% 20:00 1,140 4.69% 21:00 1,020 4.19% 22:00 983 4.04%	11:00	1,042	4.29%
14:00 1,139 4.68% 15:00 1,135 4.67% 16:00 1,245 5.12% 17:00 1,429 5.88% 18:00 1,043 4.29% 19:00 1,476 6.07% 20:00 1,140 4.69% 21:00 1,020 4.19% 22:00 983 4.04%	12:00	1,336	5.49%
15:00 1,135 4.67% 16:00 1,245 5.12% 17:00 1,429 5.88% 18:00 1,043 4.29% 19:00 1,476 6.07% 20:00 1,140 4.69% 21:00 1,020 4.19% 22:00 983 4.04%	13:00	1,256	5.17%
16:00 1,245 5.12% 17:00 1,429 5.88% 18:00 1,043 4.29% 19:00 1,476 6.07% 20:00 1,140 4.69% 21:00 1,020 4.19% 22:00 983 4.04%	14:00	1,139	4.68%
17:00 1,429 5.88% 18:00 1,043 4.29% 19:00 1,476 6.07% 20:00 1,140 4.69% 21:00 1,020 4.19% 22:00 983 4.04%	15:00	1,135	4.67%
18:00 1,043 4.29% 19:00 1,476 6.07% 20:00 1,140 4.69% 21:00 1,020 4.19% 22:00 983 4.04%	16:00	1,245	5.12%
19:00 1,476 6.07% 20:00 1,140 4.69% 21:00 1,020 4.19% 22:00 983 4.04%	17:00	1,429	5.88%
20:00 1,140 4.69% 21:00 1,020 4.19% 22:00 983 4.04%	18:00	1,043	4.29%
21:001,0204.19%22:009834.04%	19:00	1,476	6.07%
22:00 983 4.04%	20:00	1,140	4.69%
	21:00	1,020	4.19%
23:00 945 3.89%	22:00	983	4.04%
	23:00	945	3.89%

Total Hits during Work Hours (8:00am-5:00pm)	9,968	40.99%
Total Hits during After Hours (5:01pm-7:59am)	14,349	59.01%
Total	24,317	100.00%

Summary of Hits by Hour of the Day

Most Active Hour of the Day	19:00-19:59
Least Active Hour of the Day	02:00-02:59

Hits by Hour of the Day - Help Card



Hits – Number of hits to your site during the specified hour. If there are several days in the report period, the value presented is the sum of all visits during that hour for all days. All times are referenced to the location of the system running the analysis. Each file requested by a visitor registers as a hit. There can be several hits on each page. While the volume of hits reflects the amount of server traffic, it is not an accurate reflection of the number of pages viewed.

Least Active Hour of the Day – The specific hour of the day that had the fewest number of hits.

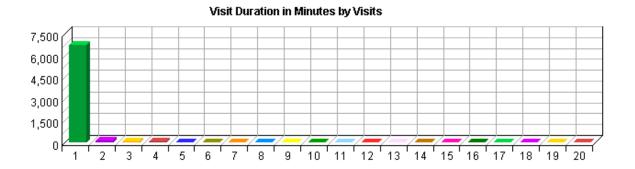
Most Active Hour of the Day – The specific hour of the day that had the largest number of hits.

% – Percentage of hits to your site that occurred during the specified hour.

This information can be used to determine which hour of the day is best for system maintenance.

Visit Duration by Visits

This report shows the number and percentages of visits over selected visit lengths.



Visit Duration by Visits

Visit Duration in Minutes	Visits	%
0–1	6,719	90.42%
1–2	111	1.49%
2–3	60	0.81%
3–4	55	0.74%
4–5	29	0.39%
5–6	24	0.32%
6–7	27	0.36%
7–8	23	0.31%
8–9	21	0.28%
9–10	12	0.16%
10–11	18	0.24%
11–12	15	0.20%
12–13	19	0.26%
13–14	12	0.16%
14–15	9	0.12%
15–16	12	0.16%
16–17	10	0.13%
17–18	10	0.13%
18–19	10	0.13%
19–20	12	0.16%
Subtotal	7,208	97.00%
Other	223	3.00%
Total	7,431	100.00%

Visit Duration by Visits 155

Visit Duration by Visits - Help Card

? Visit Duration (minutes) – The number of minutes your web site was viewed.

Visits – Number of visitors who viewed your page for the specified duration of time. A visit is a series of actions that begins when a visitor views their first page from the server, and ends when the visitor leaves the site or remains idle beyond the idle–time limit. The default idle–time limit is thirty minutes. This time limit can be changed by the system administrator.

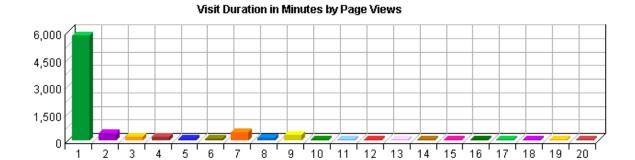
% – Percentage of visitors who viewed your page for the specified duration of time.

Q.

This information tells you how many visitors view your site for specific intervals of time.

Visit Duration by Page Views

This report shows the number and percentages of pages views over selected visit lengths.



Visit Duration by Page Views

Visit Duration in Minutes	Views	%
0–1	5,774	42.37%
1–2	395	2.90%
2–3	220	1.61%
3–4	205	1.50%
4–5	93	0.68%
5–6	85	0.62%
6–7	483	3.54%
7–8	148	1.09%
8–9	284	2.08%
9–10	56	0.41%
10–11	75	0.55%
11–12	63	0.46%
12–13	74	0.54%
13–14	74	0.54%
14–15	27	0.20%
15–16	75	0.55%
16–17	55	0.40%
17–18	47	0.34%
18–19	40	0.29%
19–20	69	0.51%
Subtotal	8,342	61.22%
Other	5,285	38.78%
Total	13,627	100.00%

Visit Duration by Page Views - Help Card

5

Page – Any document, dynamic page, or form. Different types of profiles have different default settings for which file extensions qualify a file as a page. These settings can be changed by the Reporting Center system administrator. Any URL containing a question mark is considered a dynamic page.

Visit Duration (minutes) – The number of minutes your web site was viewed.

Views – A page view is A hit to any file classified as a page. Contrast page views with hits, which counts files of every type.

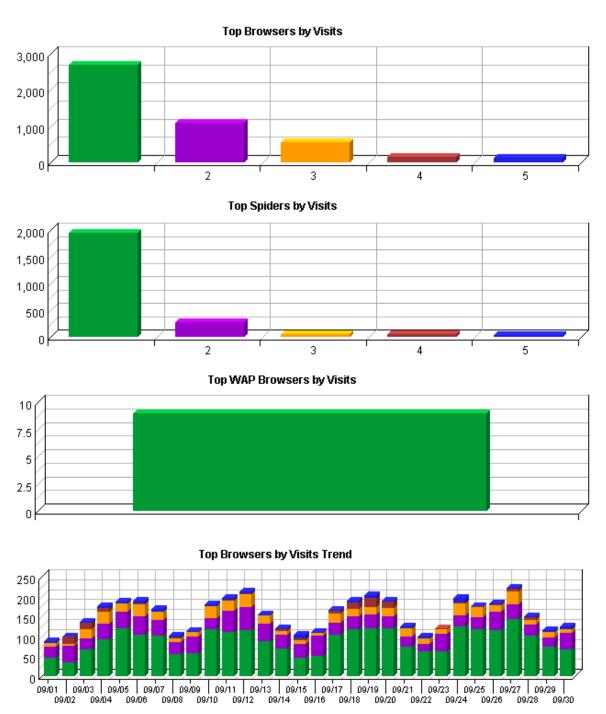
% – Percentage of visitors who viewed your page for the specified duration of time.



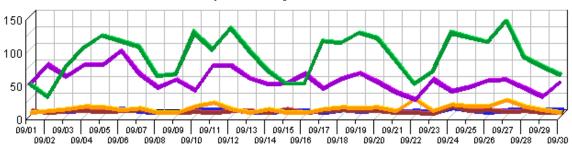
This information tells you how many visitors view your site for specific intervals of time.

Browsers and Platforms Dashboard

This displays key graphs and tables that provide an overview of the Browsers and Platforms chapter. Click on the title of a graph or table to navigate to the corresponding page.

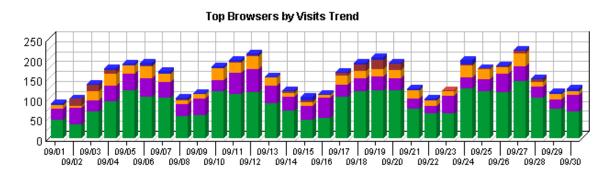


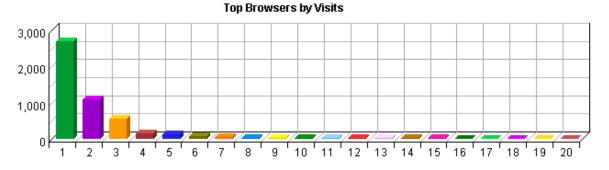
Top Platforms by Visits Trend



Top Browsers

This report identifies the most popular browsers used by visitors to your site. This information will only be displayed if your server is logging the browser/platform information.





Top Browsers

	Browser	Visits	%	Hits
1.	Microsoft Internet Explorer	2,685 53	3.72%	8,416
2.	msnbot/1.0 (http://search.msn.com/msnbot.htm)	1,082 21	1.65%	2,508
3.	Mozilla	566 11	1.32%	1,865
4.	Other Netscape Compatible	152	3.04%	2,506
5.	Safari	117	2.34%	401
6.	Others	65	1.30%	115
7.	NLESE USEPA	48	0.96%	413
8.	InfoMinder (V2.0 Win32)	28	0.56%	56
9.	PEAR HTTP_Request class (http://pear.php.net/)	26	0.52%	33
10.	Python-urllib/2.4	26	0.52%	29
11.	Sirketcebot/v.01 (http://www.sirketce.com/bot.html)	21	0.42%	21
12.	Python–urllib/2.5	19	0.38%	20
13.	Netscape	16	0.32%	46
14.	msnbot-media/1.0 (http://search.msn.com/msnbot.htm)	15	0.30%	66
15.	Jakarta Commons-HttpClient/3.0-rc3	14	0.28%	295
16.	WebVac (webmaster@pita.stanford.edu WebVac.org)	11	0.22%	1,001
17.	Nokia WAP Browser	9	0.18%	105

Top Browsers 161

18.	HD nutch agent/1.0	9	0.18%	12
19.	Opera	8	0.16%	15
20.	NSPlayer/11.0.5721.5145 WMFSDK/11.0	5	0.10%	5
	Subtotal	4,922	98.48%	17,928
	Other	76	1.52%	381
	Total	4,998	100.00%	18,309

Top Browsers - Help Card

Prowser – A program used to locate and view web pages. These include Netscape, Microsoft Internet Explorer, Opera and others.

Hits – Number of hits from visitors using the specified browser. Each file requested by a visitor registers as a hit. There can be several hits on each page. While the volume of hits reflects the amount of server traffic, it is not an accurate reflection of the number of pages viewed.

Total – The total activity based on the sort column (hits or visits) where there was sufficient information to identify the browser. This number may be less than the total visits or hits overall.

Visits – The total visits where there was sufficient information to identify the browser. This number may be less than the total visits overall. A visit is a series of actions that begins when a visitor views their first page from the server, and ends when the visitor leaves the site or remains idle beyond the idle–time limit. The default idle–time limit is thirty minutes. This time limit can be changed by the system administrator.

% – Percentage of total for the sort column (hits or visits) by those using the specified browser.

Prowser data can help you determine how to configure your site for optimal viewing.

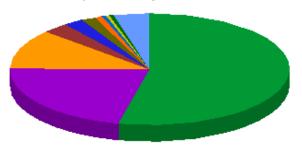
Note: Any hits identified as originating from a spider (an automated program that searches the Internet) are not counted in this table. Also, if a browser does not identify itself in its request to the Web server, it will get counted on this page as an "Other."

162 Top Browsers

Top Browsers by Version

This report lists the browser versions most common among your visitors.





Top Browsers by Version

	Browser	Version	Visits	%	Hits
1.	Microsoft Internet Explorer	6.0	1,697	33.95%	5,438
		7.0	939	18.79%	2,903
		5.01	12	0.24%	26
		5.5	9	0.18%	14
		5.0	7	0.14%	10
		5.14	5	0.10%	5
		5.23	4	0.08%	7
		4.0	4	0.08%	4
		4.01	3	0.06%	3
		5.00	1	0.02%	1
		6.1	1	0.02%	1
		1.	1	0.02%	1
		Version Unknown	1	0.02%	1
		5.22	1	0.02%	2
		Other	0	0.00%	0
2.	msnbot/1.0 (http://search.msn.com/msnbot.htm)	Version Unknown	1,082	21.65%	2,508
		Other	0	0.00%	0
3.	Mozilla	20070725	258	5.16%	998
		20070914	135	2.70%	450
		20070508	18	0.36%	51
		20061206	16	0.32%	26
		20070713	12	0.24%	16
		20061010	12	0.24%	40
		Version Unknown	11	0.22%	36

		20070309	11	0.22%	37
		20050319	11	0.22%	11
		20050915	10	0.20%	28
		20061204	10	0.20%	18
		20060909	8	0.16%	20
		20051107	7	0.14%	19
		20070515	7	0.14%	19
		20060728	3	0.06%	9
		20070219	3	0.06%	14
		20020924	3	0.06%	3
		20041107	3	0.06%	12
		20051111	2	0.04%	7
		20070312	2	0.04%	4
		20040803	2	0.04%	4
		20050511	2	0.04%	2
		20040416	2	0.04%	2
		20060111	2	0.04%	3
		20050919	1	0.02%	3
		20070728	1	0.02%	4
		20060530	1	0.02%	1
		20060614	1	0.02%	2
		20061219	1	0.02%	1
		20060706	1	0.02%	5
		20060613	1	0.02%	1
		20050321	1	0.02%	1
		20050225	1	0.02%	1
		20070815	1	0.02%	3
			1	0.02%	1
		20041217	1	0.02%	4
		20050922	1	0.02%	2
		20050403	1	0.02%	1
		20050513	1	0.02%	1
		20050728	1	0.02%	5
		Other	0	0.00%	0
4.	Other Netscape Compatible	Version Unknown	152	3.04%	2,506
		Other	0	0.00%	0
5.	Safari	419.3	94	1.88%	335
		312.6	12	0.24%	26
		125.12	2	0.04%	7
		419.3_ADOBE	2	0.04%	22
		YY/ADOBE	2	0.04%	3

		412	1	0.02%	3
		412.5	1	0.02%	2
		412_ADOBE	1	0.02%	1
		125.9	1	0.02%	1
		417.9.2	1	0.02%	1
		Other	0	0.00%	0
6.	Others	Version Unknown	65	1.30%	115
		Other	0	0.00%	0
7.	NLESE USEPA	Version Unknown	48	0.96%	413
		Other	0	0.00%	0
8.	InfoMinder (V2.0 Win32)	Version Unknown	28	0.56%	56
		Other	0	0.00%	0
9.	PEAR HTTP_Request class (http://pear.php.net/)	Version Unknown	26	0.52%	33
		Other	0	0.00%	0
10.	Python-urllib/2.4	Version Unknown	26	0.52%	29
		Other	0	0.00%	0
11.	Sirketcebot/v.01 (http://www.sirketce.com/bot.html)	Version Unknown	21	0.42%	21
		Other	0	0.00%	0
12.	Python-urllib/2.5	Version Unknown	19	0.38%	20
		Other	0	0.00%	0
13.	Netscape	7.2	6	0.12%	15
		7.1	3	0.06%	8
		4.0	2	0.04%	2
		8.1.3	1	0.02%	2
		3.01	1	0.02%	1
		7.02	1	0.02%	2
		4.76	1	0.02%	1
		8.1.2	1	0.02%	15
		Other	0	0.00%	0
14.	msnbot-media/1.0 (http://search.msn.com/msnbot.htm)	Version Unknown	15	0.30%	66
		Other	0	0.00%	0
15.	Jakarta Commons-HttpClient/3.0-rc3	Version Unknown	14	0.28%	295
		Other	0	0.00%	0
16.	WebVac (webmaster@pita.stanford.edu	Version	11	0.22%	1,001

		Other	0	0.00%	0
17.	Nokia WAP Browser	Version Unknown	9	0.18%	105
		Other	0	0.00%	0
18.	HD nutch agent/1.0	Version Unknown	9	0.18%	12
		Other	0	0.00%	0
19.	Opera	9.23	3	0.06%	5
		9.20	2	0.04%	2
		9.02	1	0.02%	4
		7.23	1	0.02%	1
		9.01	1	0.02%	3
		Other	0	0.00%	0
20.	NSPlayer/11.0.5721.5145 WMFSDK/11.0	Version Unknown	5	0.10%	5
		Other	0	0.00%	0
	Subtotal		4,922	98.48%	17,928
	Other		76	1.52%	381
	Total		4,998	100.00%	18,309

Top Browsers by Version - Help Card

Prowser – A program used to locate and view web pages. These include Netscape, Microsoft Internet Explorer, Opera and others.

Visits – Number of visits to this page. A visit is a series of actions that begins when a visitor views the first page from the server, and ends when the visitor leaves the site or remains idle beyond the idle–time limit. The default idle–time limit is thirty minutes. This time limit can be changed by the system administrator.

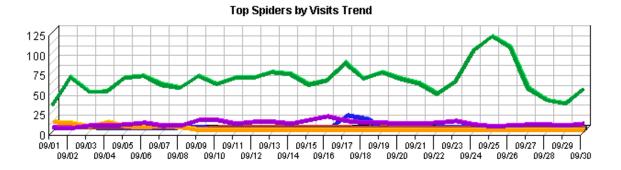
% – Percentage of the total visits in which the visitor viewed this page at least once.

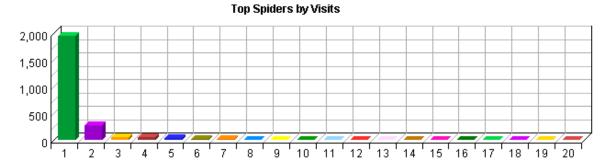
Hits – Each file requested by a visitor registers as a hit. There can be several hits on each page. While the volume of hits reflects the amount of server traffic, it is not an accurate reflection of the number of pages viewed.

This information can help you decide which technology to implement on your site. You can determine whether the majority of your visitors are ready to benefit from the latest technologies (DHTML, Flash, etc.) available with the most recent versions of the main browsers.

Top Spiders

This report identifies robots, spiders, crawlers and search services visiting your site. The spiders shown in this report are based on a configured list in the product code. If your site uses JavaScript tagging to monitor traffic (for example, WebTrends SmartSource Data Collector), only spiders that use JavaScript will appear in this report.





Top Spiders

	Spider	Visits	% Hits
1.	Mozilla/5.0 (compatible; Yahoo! Slurp; http://help.yahoo.com/help/us/ysearch/slurp)	1,955 80.39	% 1,975
2.	Mozilla/5.0 (compatible; Googlebot/2.1; http://www.google.com/bot.html)	271 11.14	% 1,878
3.	psuistnanobot	50 2.06	% 58
4.	Mozilla/4.74 [en] (Windows NT 5.0; U; maxamine.com—robot)	46 1.89	% 46
5.	Yeti	40 1.64	% 48
6.	FAST Enterprise Crawler 6 used by FAST Search (fastuser@fastsearch.com)	17 0.70	% 1,166
7.	disco	13 0.53	% 71
8.	WebTrends	7 0.29	% 285
9.	FAST Enterprise Crawler 6	5 0.21	% 5
10.	Mozilla/5.0 (compatible; Synoobot/0.9; http://www.synoo.com/search/bot.html)	4 0.16	% 4
11.	ConveraCrawler	4 0.16	% 178
12.	FAST MetaWeb Crawler (helpdesk at fastsearch dot com)	4 0.16	% 188

Top Spiders 167

13.	Googlebot	4	0.16%	9
14.	Mozilla/5.0 (compatible; heritrix/1.12.0 http://www.accelobot.com)	2	0.08%	31
15.	Mozilla/5.0 (compatible;heritrix/1.11.x http://crawler.archive.org)	2	0.08%	52
16.	Mozilla/4.0 (compatible; MSIE 6.0; Windows NT; MS Search 4.0 Robot)	2	0.08%	4
17.	Mozilla/5.0 (compatible; Exabot/3.0; http://www.exabot.com/go/robot)	1	0.04%	2
18.	Mozilla/4.0 (compatible; MSIE 5.01; Windows 95; MSIECrawler)	1	0.04%	2
19.	Mozilla/4.0 (compatible; MSIE 4.0; Windows NT; Site Server 3.0 Robot) Teltech	1	0.04%	2
20.	Mozilla/5.0 (Twiceler–0.9 http://www.cuill.com/twiceler/robot.html)	1	0.04%	1
	Subtotal	2,430	99.92%	6,005
	Other	2	0.08%	3
	Total	2,432	100.00%	6,008

Top Spiders - Help Card

Hits – Number of times the specified spider hit your site. Each file requested by a visitor registers as a hit. There can be several hits on each page. While the volume of hits reflects the amount of server traffic, it is not an accurate reflection of the number of pages viewed.

Spider – An automated program which searches the Internet.

Visits – Number of times the specified spider visited your site. A visit is a series of actions that begins when a visitor views their first page from the server, and ends when the visitor leaves the site or remains idle beyond the idle–time limit. The default idle–time limit is thirty minutes. This time limit can be changed by the system administrator.

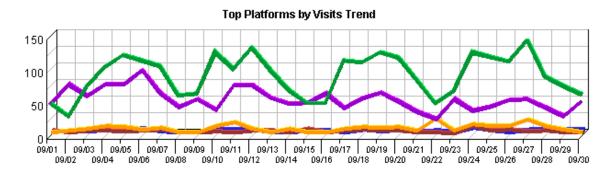
% – Percentage of total spider visits or hits by the specified spider.

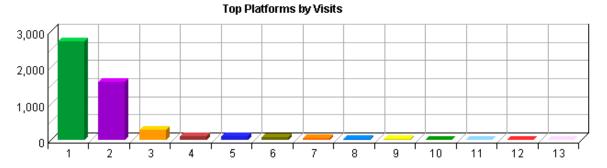
This information is important for a Webmaster trying to block spiders that tax the server. It also tells you what kind of automated attention you have attracted to your site.

168 Top Spiders

Top Platforms

This report identifies the operating systems most used by the visitors to the site. This information will only be displayed if your server is logging the browser/platform information.





Top Platforms

	Platform	Visits	%	Views
1.	Windows XP	2,719	54.40%	8,830
2.	Others	1,598	31.97%	7,540
3.	Windows 2000	273	5.46%	775
4.	Macintosh PowerPC	108	2.16%	324
5.	Windows NT	92	1.84%	256
6.	Macintosh	85	1.70%	281
7.	Windows 98	58	1.16%	171
8.	Windows Win32s	29	0.58%	58
9.	Windows 2003	16	0.32%	44
10.	Linux	9	0.18%	14
11.	Windows 95	5	0.10%	5
12.	Windows ME	5	0.10%	10
13.	SunOS	1	0.02%	1
	Total	4,998	100.00%	18,309

Top Platforms 169

Top Platforms - Help Card

3

Hits – Number of hits by visitors using the specified platform. Each file requested by a visitor registers as a hit. There can be several hits on each page. While the volume of hits reflects the amount of server traffic, it is not an accurate reflection of the number of pages viewed.

Platform – The specified platform being analyzed. The operating system used by the visitor to your site.

Total – The total hits or visits that were not identified as from a spider. This number may be less than the total overall.

Visits – Number of visits by visitors using the specified platform. A visit is a series of actions that begins when a visitor views their first page from the server, and ends when the visitor leaves the site or remains idle beyond the idle—time limit. The default idle—time limit is thirty minutes. This time limit can be changed by the system administrator.

% – Percentage of hits or visits by those using the specified platform.

V

This information is useful when determining what content to include on your web site.

170 Top Platforms

Glossary

The following terms are used in Reporting Center reports, and some are used throughout the World Wide Web in general.

Glossary

Active Campaign	The Active Campaign is one that a visitor has seen or received that has not reached the end of its duration.
Active Campaigns	The Active Campaign is one that a visitor has seen or received that has not reached the end of its duration.
Ad	A graphic or banner which takes a visitor to another web site when clicked.
Ad Click	A click on an advertisement which takes a visitor to another web site.
Ad View	Occurs when an ad is displayed to a visitor. Once visitors have viewed an ad, they can click on it (see Ad Click). There may be more than one ad on an ad view.
Authenticated Username	A unique visitor tracked by user name and password rather than by IP address. You may find more authenticated user names than total visitors because several persons may be using the same IP address. Since many ISPs dynamically assign IP addresses, and since multiple visitors may use a single IP address, authentication is a much more accurate way to identify visitors.
Authentication	Technique that limits access to Internet or intranet resources to visitors who identify themselves by entering a user name and password.
Avg. Frequency	This measure is the average number of times these visitors have visited your site over their lifetime.
Avg. Latency	This measure is the average number of days between visits for visitors over their lifetime. Note: A zero latency means the average time between visits is less than 24 hours.
Avg. Lifetime Value	The average lifetime value is the average of the sum of all order values.
Avg. Most Recent Purchase Amt.	The average most recent purchase amount for this group of visitors.
Avg. Recency	The number of days since the last visit is averaged for each visit in the reporting timeframe. Note: A zero recency means you have visited within the last 24 hours, or that the average value is less than one day.
Bandwidth	Measure of the traffic on a site. Bandwidth is expressed as the amount of data transferred in a specified unit of time.
Browser	A program used to locate and view web pages. These include Netscape, Mosaic, Microsoft Internet Explorer, and others.
Campaign Lifetime Value	The total order value associated to the campaign.
Click Through Rate	Percentage of visitors who viewed an ad and also clicked on it. This is a good indication of an ad's effectiveness.
Client	A computer that accesses resources provided by another computer, called a server.
Client Errors	An error occurring due to an invalid request by the visitor's browser. Client errors are in the 400–range. See the "Status Code" glossary entry for more information.

Company Database	The database installed and used by Reporting Center to look up the company name, city, state, and country corresponding to a specific domain name.
Cookies	Files containing information about web site visitors. This information can include the visitor's user name, preferences, etc. The information is provided by visitors during their first visit to a web site. The server records this information in a text file and stores it on the visitor's hard drive. At the beginning of later visits, the server looks for a cookie and configures itself based on the information provided.
Days Since First Purchase	The number of days since the first purchase since these visitors have been tracked.
Days Since Most Recent Purchase	The number of days since the last purchase for the campaign.
Destination Page	A page chosen by the system administrator for Path Analysis. The Path Analysis pages track which clicks brought each visitor to the selected Destination Page.
Domain Name	The text name corresponding to the IP address of a computer on the Internet. For example, www.webtrends.com is a domain name.
Domain Name Lookup	The process of converting an IP address into a text name (for example, 204.245.240.194 is converted to www.webtrends.com).
Entry File	The first file requested by a visitor during a visit to your web site.
Entry Page	The first page viewed during a visit to your web site. If a visit consists only of hits to non-page files, that visit has no entry page. This can cause the total number of entry pages to be less than the total number of visits.
Exit Page	The last page viewed during a visit to your web site. If a visit consists only of hits to non-page files, that visit has no exit page. This can cause the total number of exit pages to be less than the total number of visits.
FTP	File Transfer Protocol. It is a standard method of sending files from one computer to another over the Internet.
File Type	Identifies types of files by their file extension. For example, a file named graphic.gif is identified as type "gif."
Filters	A means of narrowing the scope of a report by specifying ranges or types of data to include or exclude.
First Campaign	The First Campaign is the one that originally drove a visitor to your site.
First Campaign Lifetime Value	The lifetime value is the sum of all order values.
First Campaign Type	User-defined category shown for the first campaign for a visitor. Examples include online banner ads, e-marketing newsletters, and direct mail campaigns.
Frequency	Frequency is the number of times this visitor has visited your site since this visitor has been tracked.
GIF	Graphics Interchange Format. It is a graphics file format commonly used in HTML documents.
Geography	Geography indicates the world region, country, state/province, and city.
HTML	Hypertext Markup Language. It is the programming language for static web pages. It usually includes hypertext links between related objects and documents.
НТТР	Hypertext Transfer Protocol. It is a standard method of transferring data between a Web server and a Web browser.
Hit	Each file requested by a visitor registers as a hit. There can be several hits on each page. While the volume of hits reflects the amount of server traffic, it is not an accurate reflection of the number of pages viewed.
Home Page	The main or introductory page of a web site. The home page provides visitors with an

overview and links to the rest of the site. It often contains or links to a Table of Contents.

	Contents.
Home Page URL	The URL for the home page of the site analyzed in the report.
IP Address	Internet Protocol Address. It is a series of four one—to three—digit numbers separated by periods. It is used to identify a computer connected to the Internet. For example, 212.6.125.76 is an IP address.
JPEG	Joint Photographic Expert Group. It is a compressed graphics format common on the Internet.
Latency	This measure is the average number of days between visits for visitors over their lifetime. Note: A zero latency means the average time between visits is less than 24 hours.
Lifetime Value	This is the maximum value for all orders for this period.
Log File	A file created by a Web or proxy server which contains information about the activity of the server.
Most Recent Campaign	The Most Recent Camapaign is the last one that a visitor has seen or received that has not reached the end of its duration.
New Users	Visitors who didn't have a cookie on their first visit, but had one during later visits.
No Referrer	Indicates visits to your web site that did not originate from any other site. For example, any visitor who types the URL of your site directly into their browser window fits into this category.
Order Count	This measure reflects the number of orders from completed purchases.
Order Value	This measure reflects the monetary amount generated from completed purchases.
Other	In tables showing a variable-length list of items, the number of items may exceed the number that can be viewed at one time. The values for the items not currently shown are added together and shown in the row named "Other."
Page	Any document, dynamic page, or form. Different types of profiles have different default settings for which file extensions qualify a file as a page. These settings can be changed by the Reporting Center system administrator.
Page View	A hit to any file classified as a page. Contrast the value for "page views" with the value for "hits," which includes hits to files of every type.
Palm Browser	A program used on a Palm device to display site content, similar to Netscape or Internet Explorer on PCs.
Palm Device	A portable personal computer small enough to fit in the palm of a person's hand. Reporting Center reports only include Palm devices if the log files shows the device used a Palm browser.
Path Through Site	The sequence of pages a visitor views, from the entry page to the exit page and all pages in between.
Paths from Start	The sequence of pages a visitor views, excluding the entry page.
Paths to Destination	The sequence of pages a visitor views before arriving at a selected Destination Page.
Platform	Refers to the operating system, such as Linux or Windows 98.
Protocol	An established method of exchanging data over the Internet.
Purchase Conversion Funnel	Analysis of the conversion process through a four-step purchase process.
Purchase Count	The total number of purchase transactions (not units ordered) for this visitor since the visitor has been tracked.
Recency	This measure is the number of days since the most recent visit for a visitor.

Referrer	URL of a web page that refers visitors to your site.
Report Period	The dates covered in the report. You may select a report period of any day, week, month, quarter, or year within the data provided by the log analysis.
Returning Visitors	Visitors who already had a cookie from your site before they visited.
Scenario Analysis Step	The name of the step in the defined scenario. The step marks progress on the path that is being monitored.
Script	A simple programming language used to execute specific or limited tasks. Scripts are often used for pages on the Internet to serve dynamic content and to tailor pages for individual visitors.
Search Keywords	A keyword is a single word from within a search phrase. In the phrase "cordless phone" the individual keywords are "cordless" and "phone".
Search Phrase	The search phrase a visitor used to find your site.
Server	A computer that hosts information available to anyone accessing the Internet or an internal intranet.
Server Error	An error occurring on the server. Web server errors have codes in the 500 range.
Single Access Page	A page on your web site that visitors open, then exit from, without viewing any other page. To qualify, the visit must be to a page with a valid document type. If the visit is to a document with a different type (such as a graphic or sound file), the file does not count as a single access page, and the visit is not included in the total. Such visits are often the result of other sites referencing a specific downloadable file or graphic on your site. In these cases, a visit may have a single hit to a non–document type file, and will not be counted in the percentage calculations.
Spider	An automated program which searches the internet.
Status Code	The HTTP status code of a file request specifies whether the transfer was successful or not, and why. These codes are defined in RFC 2616, section 6.1.1.

"Success" codes:

100 = Success: Continue

101 = Success: Switching Protocols

200 = Success: OK 201 = Success: Created 202 = Success: Accepted

203 = Success: Non–Authoritative Information

204 = Success: No Content
205 = Success: Reset Content
206 = Success: Partial Content
300 = Success: Multiple Choices
301 = Success: Moved Permanently

302 = Success: Found 303 = Success: See Other 304 = Success: Not Modified 305 = Success: Use Proxy

307 = Success : Temporary Redirect

"Failed" codes:

400 = Failed: Bad Request401 = Failed: Unauthorized402 = Failed: Payment Required

403 = Failed: Forbidden

404 = **Failed**: Not Found **405** = **Failed**: Method Not Allowed **406** = **Failed**: Not Acceptable **407** = **Failed**: Proxy Authentication Required **408** = **Failed**: Request Time-out **409** = **Failed**: Conflict 410 = Failed: Gone 411 = Failed: Length Required 412 = Failed: Precondition Failed 413 = Failed: Request Entity Too Large **414 = Failed**: Request–URI Too Large **415** = **Failed**: Unsupported Media Type **416** = **Failed**: Requested range not satisfiable **417** = **Failed**: Expectation Failed **500** = **Failed**: Internal Server Error **501** = **Failed**: Not Implemented **502** = **Failed**: Bad Gateway **503** = **Failed**: Service Unavailable **504** = **Failed**: Gateway Time–out **505** = **Failed**: HTTP Version Not Supported Subtotal In tables showing a variable length list of items, the number of items may exceed the number that can be viewed at one time. The values for the items currently shown are added together and shown in the row named "Subtotal." See "Top-Level Domain." Suffix (Domain Name) Time Interval A one-year report displays monthly time increments. A one-quarter report displays weekly time increments. A one-month report or a one-week report displays daily time increments. A daily report displays hourly time increments. An hour-long interval marked 12:00, for example, includes all activity between 12:00 and 12:59. Time before The number of days between a new buyer's first visit and first purchase. Order Time between The number of days between a visitor's previous purchase and most recent purchase in Purchases this report period. Top-Level The suffix of a domain name. A top-level domain can be based on the type of **Domain** organization (.com, .edu, .museum, .name, etc) or it can be a country code (.uk, .de, .jp, .us, etc.). The top-level domain can be used to identify the type of web site. The following is a partial list of how this report categorizes top-level domains: ARPANET: .arpa Commercial: .com .co .com.[country code] .co.[country code] .firm.co .firm.ve .ltd.uk .info .biz **Education**: .edu .edu.[country-code] .ed.[country code] .ac.[country code] .school.[country code] .k12.[country code] .re.kr .sch.uk .edunet.tn **International**: .int .int.co .int.ve .intl.tn Government: .gov .gov.[country code] .gove.[country code] .go.[country code] Military: .mil .mil.[country code]

Glossary 175

Network: .net .ad.jp .ne.kr .net.[country code]

Organization: .org .or .org.[country code] .or.[country code]

Personal: .name

	1 CI BOILEI. Maine
Total	This table row gives the sum of all of the items for the current table during this report period. If the number of items for the table exceeds the number that can be viewed at one time, then a "Subtotal" row and an "Other" row will also be provided, and their sum will equal the Total row.
Traffic	The quantity of data transferred.
URL	Uniform Resource Locator. It is a means of identifying an exact location on the Internet. For example, http://www.webtrends.com/html/info/default.htm is the URL which defines the location of the page Default.htm in the /html/info/ directory on the NetIQ Corporation web site. As the previous example shows, a URL is comprised of four parts: Protocol Type (HTTP), Machine Name (webtrends.com), Directory Path (/html/info/), and File Name (default.htm).
Unique Visitors	Individuals who visited your site during the report period. If someone visits more than once, they are counted only the first time they visit.
User Agent	Portion of a log file that identifies the browser and platform used by a visitor.
Users Without Cookies	Visitors who come to your site with cookies disabled. There is no way to determine if these visitors are new or returning.
Visit	A visit is a series of actions that begins when a visitor views their first page from the server, and ends when the visitor leaves the site or remains idle beyond the idle–time limit. The default idle–time limit is thirty minutes. This time limit can be changed by the system administrator.
Visit Duration (Minutes)	The number of minutes your web site was viewed by a visitor.
Visitor Minutes	Total number of minutes your site was viewed by all visitors during the report period.
Visits with Clicks	Visits to your site where at least one ad was clicked on.
WAP Browser	A program used on a WAP device to display site content, similar to Netscape or Internet Explorer on PCs.
WAP Carrier	A server that acts as an intermediary and relays requests from visitors with WAP devices to your site.
WAP Device	A wireless device using Wireless Application Protocol (WAP), such as a cellular telephone or radio transceiver, that can be used to access the Internet. Reporting Center reports only include WAP devices if the log file shows the device used a WAP browser.
WTLS	Acronym for Wireless Transport Layer Security protocol, which is the security layer endorsed by the WAP Forum (www.wapforum.org). Its primary goal is to provide privacy, data integrity, and authentication for WAP applications.